IBM **Marketing Cloud**

2H 2015 NA Marketing Plan

Demand Creation – September, 2015

NA Demand Creation Overall Goals

- Deliver best-in-class demand creation programs and execution to meet North America pipeline and prospect experience goals

- Establish the North America demand creation team as a hub of integrated and digital marketing expertise and executional excellence that can scale to support IBM Commerce-wide demand creation programs

2H 2015 NA Demand Creation Areas of Focus

- Hit 2H Marketing sourced Opportunity targets for North America while maintaining or improving conversion rates

  - Hit 2H Corporate segment MQL targets for North America

  - Work with Demand Gen team to assure they have sufficient information to hold informed conversations

  - Implement Sirius Decisions integrated campaign framework using Retail vertical as a pilot

  - Integrate demand creation activities/programs to generate leads for mobile engagement solutions

  - Make high-performing North America programs available to global Silverpop team via Geo Starter Kit

  - Work with Demand Gen to improve NA MQL-Opp conversion rate to achieve 10.6% rate by EOY FY15

    o Target rates by segment

      - Strategic: 10.1%

      - Corporate: 12.9%

      - Business: 9.4%

Demand Creation Summary

Based on original Spop-only goals

2H 2015 Initiatives	1H 2015 Initiatives		1H 2015 Gap	Sep YTD Gap	Oct YTD Gap
		TOF Mktg			
• Paid Media • SEO/PPC • Use Case Videos • Vidcaster	• Paid Media • SEO/PPC • Use Case Videos • Vidcaster • Competitive Take-away	**Inquiries**	-36%	-31%	-27%
		MOF Mktg			
• Lead Nurtures • Meeting Maker	• Lead Nurtures (Revamp) • Digital Meeting Maker • Lead Score Model Review • CMO Event	**MQLs**	-30%	-37%	-35%
		Demand Gen			
• Terminus Initiative • Personas Development • DG Process Audit	• Terminus Initiative • Personas Development • DG Process Automation	**Opportunities**	-33%	-36%	-35%
		Sales			
• Emphasize Corporate/Strategic	• Emphasize Corporate/Strategic	**Bookings**	-58%	-63%	-51%
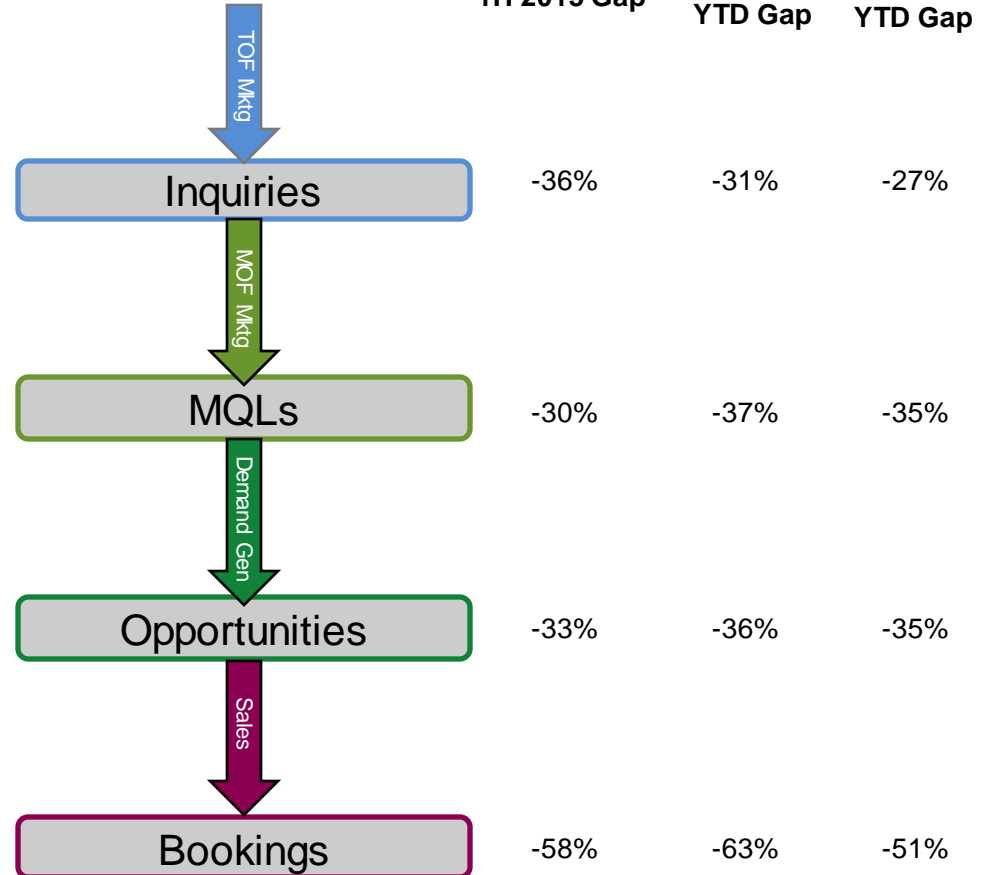
Current NA Demand Creation gaps

- Major MQL shortfalls for Strategic and Corporate

Data as of Nov 16, 2015 at 10:00am

|		Plan	Actual	Gap	Plan %	Actual %	% pt. Gap
Strategic	INQ	23,632	24,205	573	18.3%	28.7%	10.3
	MQL	4,700	5,157	457	18.4%	32.6%	14.2
	Opp	475	320	-155	16.5%	22.2%	5.8
	Win	46	12	-34	16.8%	14.1%	-2.7
	ARPU	$46,807	$91,730	$44,923			0.0
	Bookings	$2,170,349	$1,100,760	-$1,069,589	28.7%	43.8%	15.1
Corporate	INQ	64,057	30,697	-33,359	49.7%	36.4%	-13.3
	MQL	12,666	4,986	-7,681	49.7%	31.5%	-18.1
	Opp	1,670	482	-1,188	57.9%	33.5%	-24.4
	Win	143	31	-112	51.8%	36.5%	-15.3
	ARPU	$25,600	$29,080	$3,480			0.0
	Bookings	$3,651,451	$901,470	-$2,749,981	48.4%	35.9%	-12.5
Business	INQ	41,155	29,479	-11,676	31.9%	34.9%	3.0
	MQL	8,138	5,665	-2,472	31.9%	35.8%	3.9
	Opp	741	638	-103	25.7%	44.3%	18.6
	Win	86	42	-44	31.4%	49.4%	18.0
	ARPU	$20,000	$12,136	-$7,864			0.0
	Bookings	$1,728,167	$509,713	-$1,218,454	22.9%	20.3%	-2.6
Total	INQ	128,844	84,381	-44,463			
	MQL	25,504	15,808	-9,696			
	Opp	2,887	1,440	-1,447			
	Win	275	85	-190			
	ARPU	$27,413	$29,552	$2,139			
	Bookings	$7,549,967	$2,511,943	-$5,038,024			

Market Position

Silverpop gain from competitors

Silverpop are Gaining Customers from

A breakdown of what customers have eventually migrated from to Silverpop since 2011.

Legend

■ 2011 ■ 2012 ■ 2013 ■ 2014

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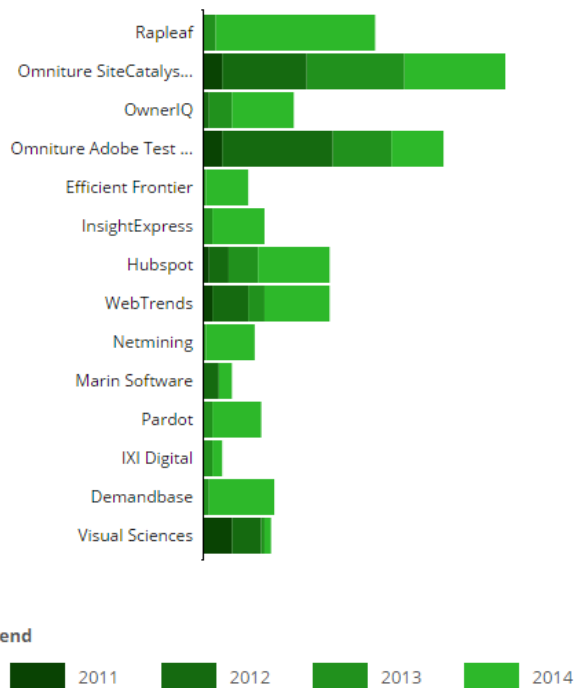
Name	2011	2012	2013	2014	Total
Rapleaf	0	0	4	49	332
Omniture SiteCatalyst	6	26	30	31	146
OwnerIQ	0	2	7	19	117
Omniture Adobe Test and ..	6	34	18	16	104
Efficient Frontier	0	0	1	13	93
InsightExpress	0	0	3	16	73
Hubspot	2	6	9	22	57
WebTrends	3	11	5	20	51
Netmining	0	0	1	15	49
Marin Software	0	5	0	4	27
Pardot	0	0	3	15	25
IXI Digital	0	0	3	3	25
Demandbase	0	0	2	20	24
Visual Sciences	9	9	1	2	23

Silverpop loss to competitors

Silverpop are Losing Customers to

Customers that currently use related technologies that stopped using Silverpop since 2011.
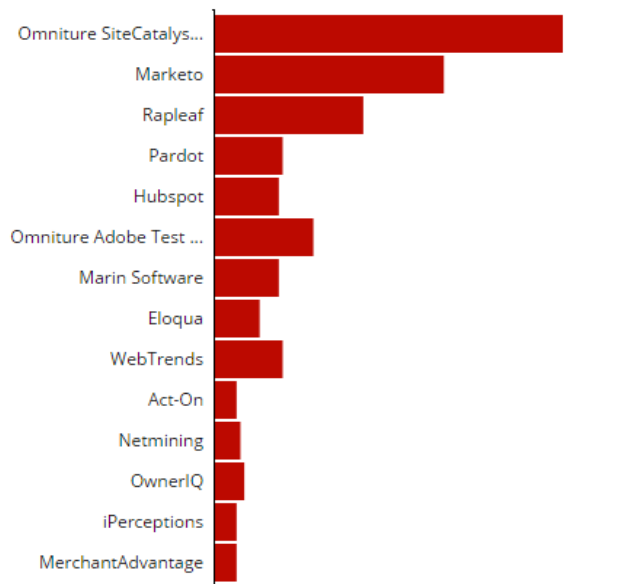
Name	2011	2012	2013	2014	Total
Omniture SiteCatalyst	0	0	0	91	147
Marketo	0	0	0	60	124
Rapleaf	0	0	0	39	85
Pardot	0	0	0	18	39
Hubspot	0	0	0	17	36
Omniture Adobe Test and ..	0	0	0	26	36
Marin Software	0	0	0	17	27
Eloqua	0	0	0	12	26
WebTrends	0	0	0	18	21
Act-On	0	0	0	6	16
Netmining	0	0	0	7	12
OwnerIQ	0	0	0	8	10
iPerceptions	0	0	0	6	8
MerchantAdvantage	0	0	0	6	6

Legend

2011 2012 2013 2014

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Silverpop overall gain/loss to competitors

Overall Net Gain/Loss					
Technology	2011	2012	2013	2014	Total
Rapleaf	0	0	0	10	243
OwnerIQ	0	0	0	11	98
Efficient Frontier	0	0	0	11	88
Netmining	0	0	0	8	36
Demandbase	0	0	0	19	19
IXI Digital	0	0	0	0	17
InsightExpress	0	0	0	14	14
WebTrends	0	0	0	2	11
Omniture Adobe Test and Target	0	0	0	-10	10
CoreMotives	0	0	0	7	7
Infusionsoft	0	0	0	-2	-2
iPerceptions	0	0	0	-5	-3
Qubit Deliver	0	0	0	-4	-4
MerchantAdvantage	0	0	0	-4	-4
Act-On	0	0	0	2	-4
Marin Software	0	0	0	-13	-5
Eloqua	0	0	0	-6	-13
Pardot	0	0	0	-3	-17
Omniture SiteCatalyst	0	0	0	-60	-63
Marketo	0	0	0	-51	-111

Lifecycle of a Lead

INQ → MQL Flow

Capture

Score/Route-Around

Pass or Nurture
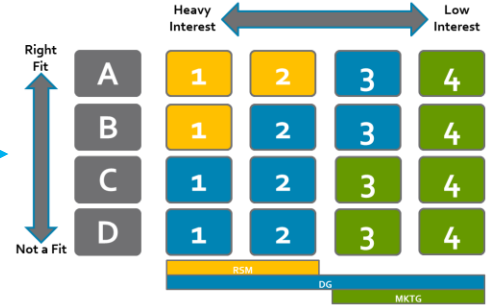
US/Canada MQL Distribution Model
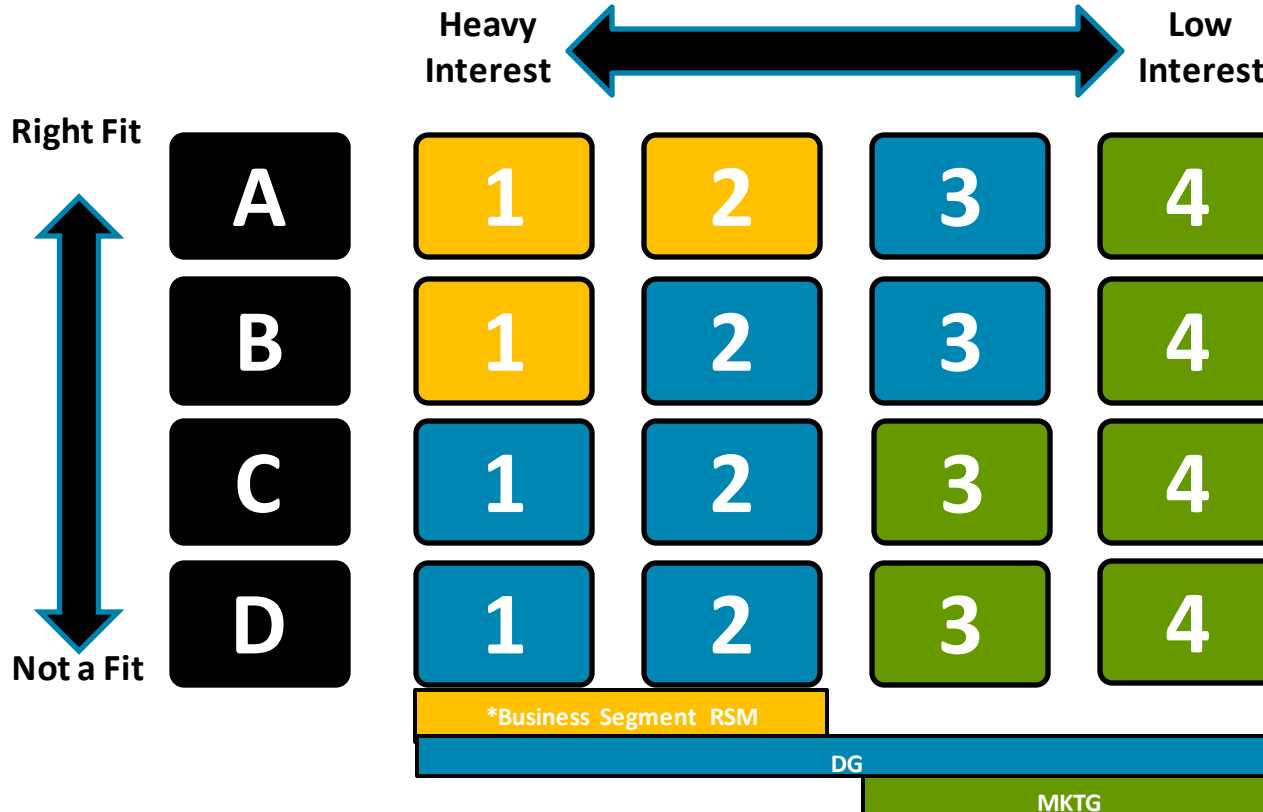
Qualify and Convert…

…or Re-Nurture

Content Strategy

2H NA General Marketing Calendar

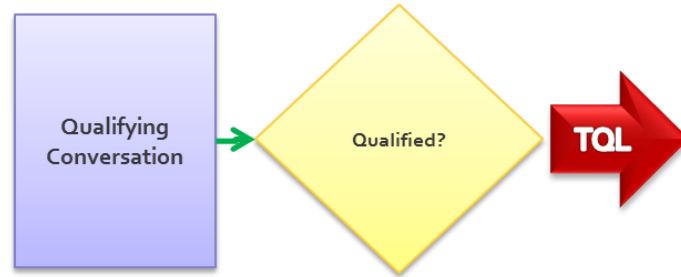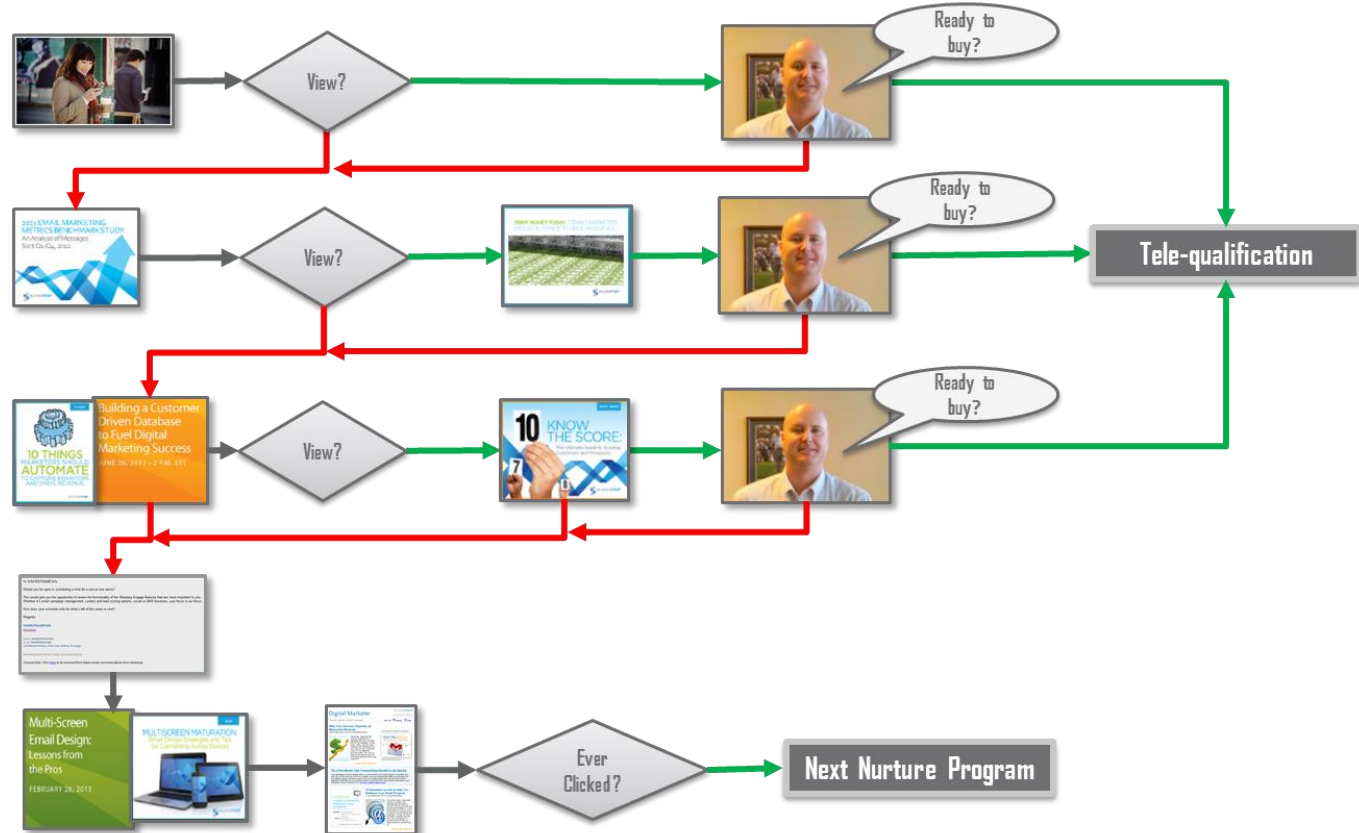| Theme	Jul	Aug	Sep	Oct	Nov	Dec
Direct Campaign - TOFU		Use Case Videos Launch				
Direct Campaign - MOFU		Meeting Maker - Phase One			Meeting Maker - Phase Two	
Silverpop Webinars	Email Marketing Benchmark Study Findings and Takeaways	How Video Works with Email and Other Channels	Can't-Miss Tips for Putting Behavioral Marketing into Action	Why Everything You Thought You Knew About Mobile Marketing Is About to Change		10 Key Marketing Trends for 2016
Third Party Webinars	Using Customer Journey Planning to Drive Your Digital Marketing Success	5 Keys for Using Social to Drive Digital Marketing Success	3 Secrets to Measuring Marketing's Impact on Revenue - Marketing Profs	Chief Marketer - 5 Keys for Using Social to Drive Digital Marketing Success	Strategies for Post-Purchase Communication	Strategy and Campaign Assessment
	Creating a Mobile-Friendly Customer Journey	Email Marketing Benchmark Study Findings & Takeaways	Email Marketing Benchmark Study Findings and Takeaways - DM News	MMA - To App or Not to App: Strategies and Tactics to Make Your App a Success	7 Tips for Nurture Marketing	Key Marketing Trends for 2016
				AMA - Can't-Miss Tips for Putting Behavioral Marketing into Action		
Third Party Events		Growth Beat	Content Marketing World	Digital Summit	Seattle Interactive	Content Marketing Master Class - Austin
		Cross-Channel Marketing Summit	Digital Summit	Marketing Profs B2B Forum	AdTech NY	Content Marketing Master Class - DC
			Annual AMA Conference	Marketing Summit Phildelphia	Content Marketing Master Class - NY	Email Insider Summit
				Marketing Summit Atlanta	Internet Summit	Digital Summit Dallas
				Marketing Summit Indianapolis	Marketing Summit Denver	
				Marketing Summit Cincinnati	Marketing Summit Dallas	
				Marketing Summit Cleveland		
Tip Sheet	7 Tips for Incorporating SMS into Your Marketing Campaigns	10 Tips for Email and Social		10 Tips for Developing Buyer Personas	TBD	
White Paper	Email Benchmark Study		Customer Journey Maps and Buyer Personas: The Modern Tool Kit for Marketing	Framework for Email Marketing Automation Programs	7 Key Marketing Trends for 2016	
Case Studies		Caffe Nero; Georgia Aquarium	Studio Moderna; Haymarket	Red Wing Shoes		
eBook			Marketing Automation Ebook: Best Practices for Marketing Excellence and Organizational Efficiency			
Ongoing	Search - SEO & PPC					
	Social					
	Paid Online Media Placement					
	Digital Marketer Newsletter					
	Silverpop Webinar Library					
	Pre-MQL and Post-Pre-MQL Nurtures					
	Reclaimed Leads Nurtures					
	Sales Drop-in Nurtures					
	Monthly Blog					
	Monthly Public Demos					

2H NA General Marketing Calendar – One-time Initiatives

Theme	Jul	Aug	Sep	Oct	Nov	Dec
Direct Campaign - TOFU		Use Case Videos Launch				
Direct Campaign - MOFU		Meeting Maker - Phase One			Meeting Maker - Phase Two	
Silverpop Webinars	Email Marketing Benchmark Study Findings and Takeaways	How Video Works with Email and Other Channels	Can't-Miss Tips for Putting Behavioral Marketing into Action	Why Everything You Thought You Knew About Mobile Marketing Is About to Change		10 Key Marketing Trends for 2016
Third Party Webinars	Using Customer Journey Planning to Drive Your Digital Marketing Success	5 Keys for Using Social to Drive Digital Marketing Success	3 Secrets to Measuring Marketing's Impact on Revenue - Marketing Profs	Chief Marketer - 5 Keys for Using Social to Drive Digital Marketing Success	Strategies for Post-Purchase Communication	Strategy and Campaign Assessment
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				AMA - Can't-Miss Tips for Putting Behavioral Marketing into Action		
Third Party Events		Growth Beat	Content Marketing World	Digital Summit	Seattle Interactive	Content Marketing Master Class - Austin
		Cross-Channel Marketing Summit	Digital Summit	Marketing Profs B2B Forum	AdTech NY	Content Marketing Master Class - DC
			Annual AMA Conference	Marketing Summit Phildelphia	Content Marketing Master Class - NY	Email Insider Summit
				Marketing Summit Atlanta	Internet Summit	Digital Summit Dallas
				Marketing Summit Indianapolis	Marketing Summit Denver	
				Marketing Summit Cincinnati	Marketing Summit Dallas	
				Marketing Summit Cleveland		

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2H NA General Marketing Calendar – Ongoing Initiatives

Theme		Jul	Aug	Sep	Oct	Nov	Dec
Ongoing		Search - SEO & PPC					
		Social					
		Paid Online Media Placement					
		Digital Marketer Newsletter					
		Pre-MQL and Post-Pre-MQL Nurtures					
		Reclaimed Leads Nurtures					
		Sales Drop-in Nurtures					
		Monthly Public Demos					

2H NA General Marketing Calendar - Assets

Theme	Jul	Aug	Sep	Oct	Nov	Dec
Tip Sheet	7 Tips for Incorporating SMS into Your Marketing Campaigns	10 Tips for Email and Social		10 Tips for Developing Buyer Personas	TBD	
White Paper	Email Benchmark Study		Customer Journey Maps and Buyer Personas: The Modern Tool Kit for Marketing	Framework for Email Marketing Automation Programs	7 Key Marketing Trends for 2016	
Case Studies		Caffe Nero; Georgia Aquarium	Studio Moderna; Haymarket	Red Wing Shoes		
eBook			Marketing Automation Ebook: Best Practices for Marketing Excellence and Organizational Efficiency			
Ongoing	Silverpop Webinar Library						
	Monthly Blog						

2H NA Vertical Marketing Calendar

	Jul	Aug	Sep	Oct	Nov	Dec
Theme						
Retail						
Third Party Events		eTail East		Shop.org	Retail Roundtable - Chicago	
				Women in Retail - SF		
				Women in Retail - NYC		
Tip Sheet	Promote: 10 Tips for Retail Marketing Success			Transactional Emails: 10 Tips for Driving More Value and Engagement		
Case Studies		Caffe Nero	Studio Moderna; Haymarket	Red Wing Shoes		
SEA						
Silverpop Webinars	5 Tips for Sports & Entertainment Marketing					
Third Party Events	SEAT					
Tip Sheet	9 Ways Marketers Can Increase Fan Engagement and Drive Sales					
Case Studies		Georgia Aquarium				
Mobile						
Third Party Events	Mobile Beat	Growth Beat	SM2 Innovation Summit	Mobile Shopping Summit		
Tip Sheet		7 Tips for Incorporating SMS into your Marketing Efforts				
Nonprofit						
Third Party Events	National Nonprofit Conference		Full Tilt			
Travel						
Third Party Events					Phocuswright Conference	
Ongoing	Search - SEO & PPC					
	Paid Online Media Placement					
	Digital Marketer Newsletter					
	Sales Drop-in Nurtures					
	Monthly Blog					

2015 NA Inquiries Contribution Targets by Source

- Based on Jan – Jul 2015 actuals

Campaign Type	% of Total
Paid Media	37.6%
Silverpop Webinar	10.9%
Nurture	16.1%
Website	15.7%
3rd Party Webinar	10.1%
3rd Party Event	3.0%
Google	1.7%
Silverpop Event	4.5%
EMEA	0.2%
Social	0.1%
One Off Campaign	0.1%
Total	100.0%

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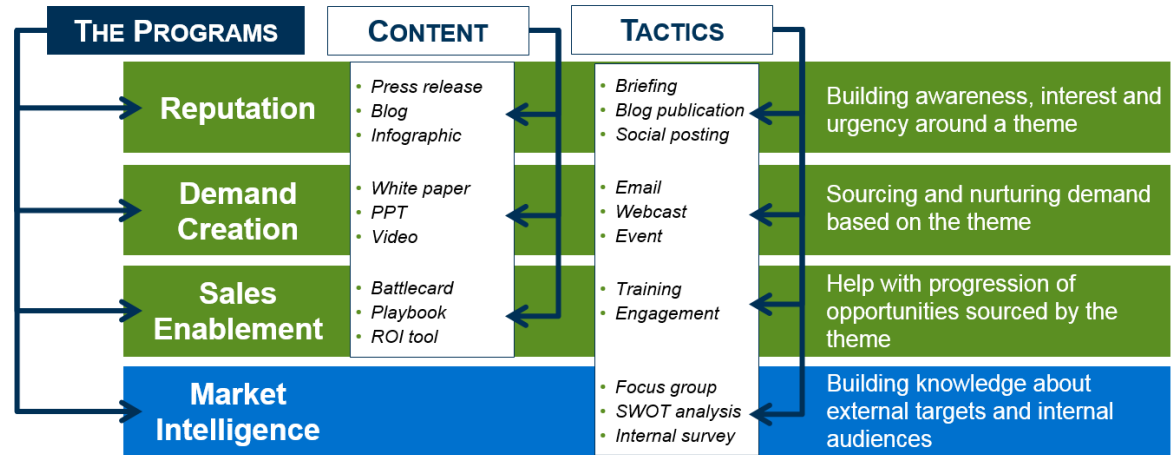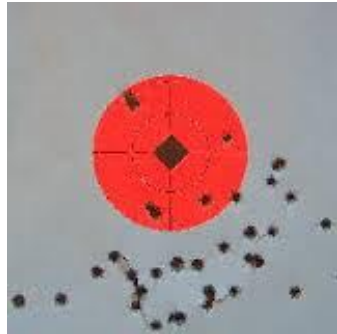An IBM® Company

Vertical Strategies

Retail

- Pilot Sirius Decisions campaign framework to launch "Big C" campaign

- Retail-specific media plan

- Use-Case video/slideware campaign

- "10 Tips for Retail Marketing Success" tip sheet

- Retail-specific trade shows
  - eTail East
  - Shop.org
  - Retail Roundtable – Chicago

- Retail Case Studies
  - Caffe Nero
  - Studio Moderna
  - Haymarket
  - Red Wing Shoes

- IBM Holiday Benchmark Study
  - Retail B2C audience

Non Profit

- Events
  - National Non-Profit Conference – July
  - Full Tilt - September
- Competitive Take-Away Campaign – Q4

Sirius B2B Framework - Retail Campaign Development

THE PROGRAMS	CONTENT	TACTICS	
Reputation	• Press release • Blog • Infographic	• Briefing • Blog publication • Social posting	Building awareness, interest and urgency around a theme
Demand Creation	• White paper • PPT • Video	• Email • Webcast • Event	Sourcing and nurturing demand based on the theme
Sales Enablement	• Battlecard • Playbook • ROI tool	• Training • Engagement	Help with progression of opportunities sourced by the theme
Market Intelligence		• Focus group • SWOT analysis • Internal survey	Building knowledge about external targets and internal audiences

6

SiriusDecisions ▶

Sports Entertainment Arts

- Sports & Entertainment Webinar:
  - Wednesday, July 29, 2015, 2 p.m. EDT - Title: 5 Tips for Increasing Fan Loyalty

- GA Aquarium case study
  - Ready to distribute July 20th

- Sports Onboarding package
  - https://w3-connections.ibm.com/communities/service/html/communityview?communityUuid=d8a31708-19ab-4371-96c6-906666783670#fullpageWidgetId=W7ac34484be3a_4564_8448_9afa7c149c3a&file=33e169ae-97aa-4ab8-bee9-331b0071ec9c

- SEAT trade show
  - Week of July 19th
  - IBM booth with Silverpop representation

- Exploring partnership opportunities
  - MutualMind
  - Flagship

- 2 whitepapers/tips sheets in production

2H Direct Campaigns & Initiatives

Vidcaster Pilot

- **Goal:**
  - Utilize Vidcaster tool to capture engagement data from views of recorded webinars
- **Plan:**
  - Program was piloted on Dave Walters 9/23 webinar "Behavioral Marketing: Delivering Personalized Experiences at Scale"
  - Hosted the webinar recording with Vidcaster instead of Vimeo using Vidcaster landing page and email
  - Follow-up email with link to recorded webinar was sent by Vidcaster to registrant list
- **Initial Results:**
  - 119 total video views
    - o 71 were "No shows" for live webinar
    - o Average amount of video viewed = 90%
- **What this means:**
  - Using the Vidcaster tool, in the first 2 days following the webinar follow-up email was sent, we potentially drove **71 new MQLs** that wouldn't have otherwise been captured
- **Investment:**
  - No cost to Silverpop/IBM

Vidcaster Pilot

- **Initial Results:**

  - September 23 Silverpop webinar posted to Vidcaster

  - Link to Vidcaster included in follow-up email to registrants and attendees

  - 119 total video views

    - 71 were "No shows" for live webinar

    - Average amount of video viewed = 90%

- **What this means:**

  - Using the Vidcaster tool, in the first 2 days following the webinar follow-up email was sent, we potentially drove **71 new MQLs** that wouldn't have otherwise been captured

Introduction to Vidcaster Technology

Vidcaster provides an out-of-the-box solution for implementing & managing video experiences.

Combining everything you need into one simple interface for video marketing & training.

- Intelligent video player
- Video hosting & management
- Superior multi-screen experience
- Public & private video environments

- Video site templates
- Video SEO & lead generation
- Integrations with MAP, CRM & your own apps
- Advanced video analytics & viewer identification

Manage · Enrich · Distribute · Analyze · Create

Vidcaster's Video Experience Platform

Use Cases for Vidcaster

- Video in Email: Vidcaster enables you to send emails with advanced video tracking for lead scoring.

- Capture Leads: Gate video content across the web to capture and send new leads to Silverpop.

- Video Engagement for Lead Scoring: Use video engagement data for lead scoring

- and nurturing.

Vidcaster Program Plan

- Drive follow up emails to the Vidcaster Landing Page (Silverpop branded)

- Score on video duration watched

- Video Engagement: breaking the video up into "Chapters" – ability to offer in-video links
  - Activity would be visible in Salesforce

- Goal: Increase our number of MQLs from the webinar by capturing and scoring based on replays

Contact Profile – Potential SalesForce Integration

Contact Profile – jude.subbiah@software.dell.com

The Contact Profile compiles all Analytics data collected from a single identified viewer. Review a timeline of actions taken, drill down into each play event, and see quiz submissions.

Overview   Videos   Quizzes

Name: This contact doesn't have a name (Set a Name)

Identity: jude.subbiah@software.dell.com

Contact Type: Lead

Date Registered: Sep 24, 2015

6 days ago
Watched the video **Webinar: Can't-Miss Tips for Putting Behavioral Marketing into Action**.

Popular

Watched

Skipped

00:00   06:12   12:24   18:36   24:48   31:00   37:12   43:24   49:36   55:48

Graph represents 3 plays on 2015-09-24

6 days ago
Clicked tracking link for the video **Webinar: Can't-Miss Tips for Putting Behavioral Marketing into Action.**

Vidcaster Pilot Results as of October 2, 2015

The Results Overview

1,454
Emails Sent

44.7%
Open Conversion

10.2%
Click to Video
Conversion

22.2%
Average Video
Play Completion
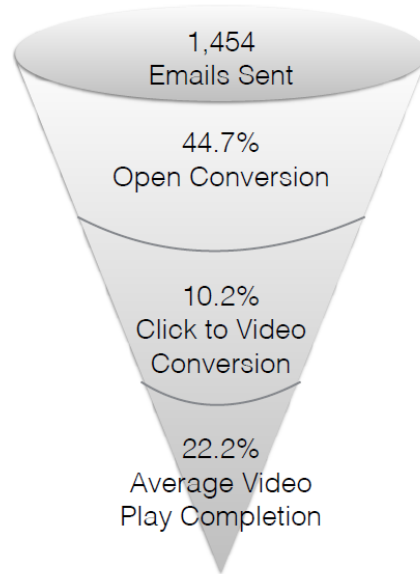
Total Recipients: 1,454
Attendees: 401
Non-Attendees: 1,053

Total Opens: 650
Attendees: 196
Non-Attendees: 454

Total Clicks to Video: 66
Attendees: 17
Non-Attendees: 49

Total Viewers Watched: 84*
Attendees: 16*
Non-Attendees: 68

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Lead Generation & Engagement

*Total viewers watched has removed 4 Vidcaster admin contacts, 1 who attended the webinar

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Meeting Maker Campaign
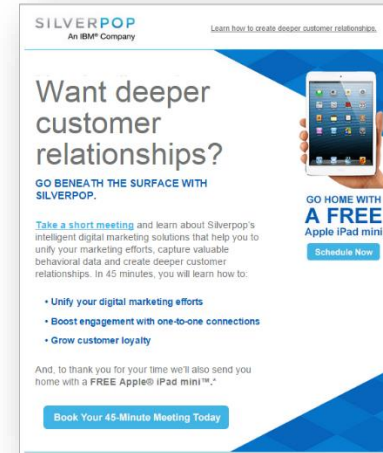
Meeting Maker Campaign

- **Goal:**

  - Penetrate key accounts where reps were previously unable to secure an audience and generate new pipeline and bookings

- **Target:**

  - 1,500 Marketing titles generated from a list of 800 target account in the Corporate, Strategic and Agency segments;

  - Phase 2 (Q4) includes BAO list driven from Sales and Xtify list

- **Budget:** $186k
  - Reprint of 1500 packages
  - Email template and landing page designs
  - Custom list build for each segment
  - Shipment of original mailing
  - Offer fulfillment for completed meetings

- **Timing:**

  - Phase 1 **-** August 24, 2015 mailing

  - Phase 2 – Mails 1st week of October

- **Program:**

  - Sea Monkeys direct mail piece; messaging about Silverpop solutions; Offer of an iPad Mini to anyone who completes a meeting/demo

- **Results**:

  - Projected: 84 opportunities, $2.9m pipeline, $349k future bookings

  - To date: 47 opportunities created from Phase 1 (goal was 42)

Want deeper customer relationships?

GO BENEATH THE SURFACE WITH MORE INTELLIGENT DIGITAL MARKETING SOLUTIONS.

IN 45 MINUTES, learn how to unify your marketing efforts, capture behavioral data, and create deeper engagement. Plus, go home with a FREE iPad mini.

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Meeting Maker Campaign Lead Plan

- Demand Generation – Dedicated resources, James Hammond and Yafael Jackson

  - Inbound Activity

    - Will respond to anyone who fills out Landing Page form, do some pre-discovery call pre-qualification, schedule time with their RSM and create opportunity

  - Outbound Activity

    - Will reach out to those who received the mailer but haven't responded via the Landing Page form with a series of emails and phone calls to engage the prospect

- Digital Advertising Component

  - Leveraging Terminus, a local B2B marketing platform, we will be serving ads to decision maker roles at our Meeting Maker target accounts to add a digital layer to the platform

Meeting Maker Campaign "Press"

- Positive reaction to campaign in social media

jeffromanlive
4:41pm via Twitter Web Client

Yes, @Silverpop you will hear from me.
Why? You sent me Sea Monkeys and
promised an iPad mini 2. #marketing
#LetsGo

Silverpop Search

Corus360
9:29am via Twitter for iPhone

Thank you @Silverpop for the new
addition to our marketing team! We
are excited for our #seamonkeys!

Want deeper
customer
relationships?

jeffromanlive
5:12pm via Twitter Web Client

@RisoRoni @Silverpop With a pitch this
good, the @Silverpop solution must be
pure awesomeness.

Show Conversation

Meeting Maker – Round 1

- Hit desks on Aug. 27, 2015

- 563 Recipients, comprised of:
  - Rep-identified Target Accounts
  - Lost/Dead Opportunities

- 67 Responses to the Mailer (Inbound & Outbound)

- 56 Opportunities valued at **$1,008,147**

- 1 Closed deal – 2 Years valued at $49K

Funnel Progression of Opportunities

4
23
10
3
1
12
2

Record Count

Stage

- Lead-Accepted
- Qualified
- Closed
- Dead
- Suspect
- Defined
- Lost
- Does Not Qualify
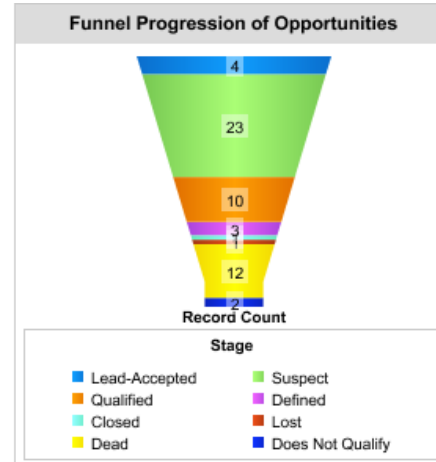
Opportunity Values

Opportunity Name	Sum of Amount
Brad's Deals (MEETING MAKER) - 2017	343,600
Lulu Enterprises Inc.(meeting maker)	99,500
Hoffman Media (Meeting Maker Campaign) - 2015	88,875
DollarDays (Meeting Maker) - 2015	77,100
MEETING MAKER - Garrett Popcorn - 2016	71,900
PowerReviews 2016	58,180
MBI, Inc-	46,950
Cleveland Browns, LLC.- Months 16-27	42,240
Cleveland Browns, LLC -Months 4-15	42,240
dmg events USA (Meeting Maker) - 2015	38,850
Dermalogica (MEETING MAKER) - 2015	35,250
IBT Industrial Solutions (MEETING MAKER) - 2015	23,982
Convoy of Hope (Meeting Maker) - 2015 (Year 1)	22,500
Gimmal Group, Inc. (MEETING MAKER) - 2015	16,980
BORRO (Meeting Maker) - 2015	0
Total	**USD 1,008,147**

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Meeting Maker – Round 2

List Source	Count of Responses	Count of Accts Included	% Responded
IBM Customer + BAO	24	249	9.64%
Lost/Dead	12	78	15.38%
Secondary Target	31	270	11.48%

- Hit desks on Nov. 9, 2015

- 937 Individuals at 597 Accounts, comprised of:
  - IBM Mid-Market Customer List that has been pre-qualified by By Appointment Only
  - Lost/Dead Opportunities
  - Secondary Target Accounts (as identified in Salesforce)

- 67 Responses to the Mailer
  - 11.4% Response Rate

- 62 Opportunities valued at $179k

Funnel Progression of Opportunities
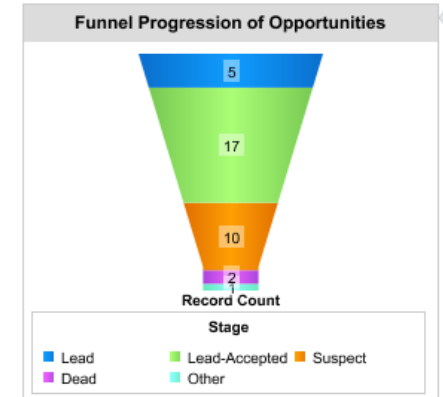
Count by Opportunity Stage	
Stage	Record Count
Lead	5
Lead-Accepted	17
Suspect	10
Qualified	1
Dead	2
Total	**35**

Sales Feedback – Meeting Maker

- "Killer call - they had some turnover this year and killed the previous opp. She is taking the reigns and is a solid opp for 1H next year."

- "They are both killer opportunities and I have had a hard time getting into both so I really appreciate it!"

- "Great opportunity....between Marketo and IBM Silverpop....she is really willing to give us a chance."

- "[The meetings] are going really well! Definitely getting my foot in the door some places that we would have not been able to otherwise."

BOX COVER

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Want deeper customer relationships?

GO BENEATH THE SURFACE WITH MORE INTELLIGENT DIGITAL MARKETING SOLUTIONS.

IN 45 MINUTES, learn how to unify your marketing efforts, capture behavioral data, and create deeper engagement. Plus, go home with a FREE iPad mini.

INSIDE BOX

Your customers are fascinating creatures.

STUDY THEM. NURTURE THEM. AND BUILD RELATIONSHIPS THAT LAST A LIFETIME.

SILVERPOP
an IBM company

We're living, breathing creatures, too.

SOME PEOPLE CALL US SEA MONKEYS. BUT YOU CAN CALL US "PRACTICE."

Get your hands on a sea of behavioral data and watch your customer relationships come alive.

Visit silverpop.com/meet
to schedule your 45-minute meeting and you will go home with an iPad mini.*

BROCHURE COVER

OFFER:
iPad mini

(1)

BOX COVER:

Want deeper customer relationships?

Go beneath the surface with more intelligent digital marketing solutions.

In 45 minutes, learn how to unify your marketing efforts, capture behavioral data, and create deeper engagement. Plus, go home with a FREE iPad mini.

(2)

INSIDE:

Get your hands on a sea of behavioral data, and watch your customer relationships come alive.

(3)

BROCHURE COVER:

Your customers are fascinating creatures.

Study them. Nurture them. And build relationships that last a lifetime.

Additional Initiatives

By Appointment Only (BAO) initiative

- **Goal:** Produce qualified contact list to improve effectiveness of Meeting Maker campaign

- **Target:** Marketing Decision Makers at IBM Mid-Market Client Accounts (to identify cross-sell opportunities)

- **Budget:** $140k
  - $175 per completed account profile
  - 800 completed profiles expected

- **Timing:** Q3 2015

- **Program:**
  - Corporate segment
  - Silverpop provides list of 800 target accounts to BAO
  - BAO survey's accounts, asking list of ~15 questions to determine level of marketing sophistication and propensity to buy within 12 months
  - Results will be used to determine who to target with Meeting Maker direct mail campaign, vs. who will be passed to DG for outbound nurturing

- **Expected outcomes** (combined with Meeting Maker campaign):
  - 112 new opportunities
  - $2.8 million pipeline
  - $282k future bookings

Silverpop

BAO surveyed 800 current IBM clients in an effort uncover email marketing and marketing automation plans and opportunities

Segmentation
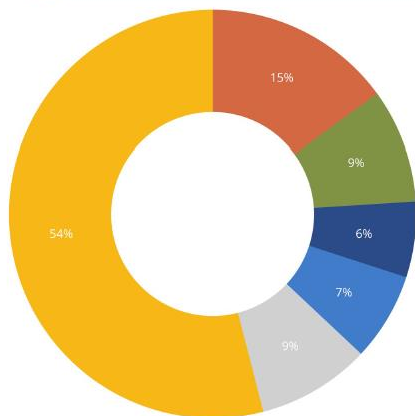
- Bullseye
- Active Buyer
- Dissatisfied
- Displacement
- Homegrown Solution
- Punt

15%
9%
6%
7%
9%
54%

Bullseye

Evaluating alternative solutions in next year and either rate solution a C or lower, challenged, or active initiative

Syntech
- Using an in house email marketing solution and rate it a F
- Active initiative to implement new email marketing solution

Mölnlycke Health
- Using MarcomCentral email marketing and rate it a F
- Evaluating alternative email marketing solution in <6 months

IQMS
- Challenged with Hubspot's complexity of use
- Active initiative to implement new email marketing solution

Active Buyer

Evaluating alternative solutions in the next year or have an active initiative

Penton Media
- Using Eloqua and rate it a D
- Active initiative to implement marketing automation solution

Accucode
- Using Constant Contact which has issues integrating data
- Active initiative to implement new email marketing solution

AMPCO
- Challenged with Constant Contact's results tracking
- Active initiative to implement new email marketing solution

Dissatisfied

Rate current provider a C or below

Ghent
- Using MyEmma and rate it a D
- MyEmma is extremely slow on the back end

Elliot Electric
- Using an in house email marketing solution and rate it a D
- Challenged with inability to integrate data, customized

PETA
- Using Blackbaud which has many bugs and is slow
- Top marketing priority is a mobile marketing strategy

Market Summary

- **124** Bullseye
- **70** Active Buyer
- **800** Accounts Surveyed
- **4,312** Accounts Provided

Budgeted Initiatives

Email Marketing Solution — 80
Marketing Automation Solution — 71
Web Marketing Analytics Solution — 66
New Marketing Platform — 42
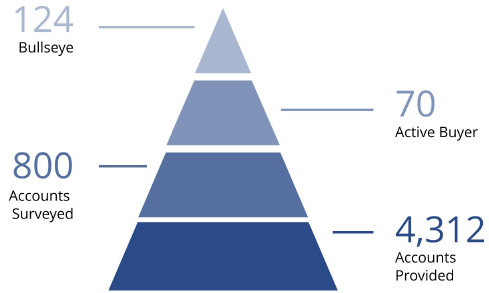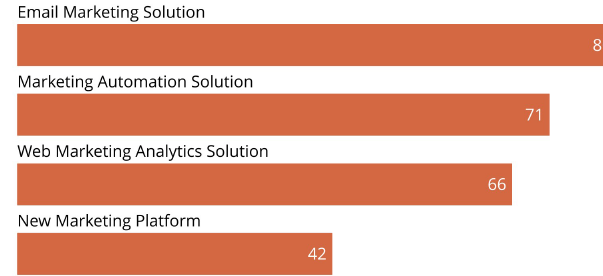
● Number of Accounts

Competitive Landscape

Constant Contact — 155
Homegrown/Inhouse — 124
MailChimp — 61
Marketo — 37
ExactTarget — 34
Pardot — 32
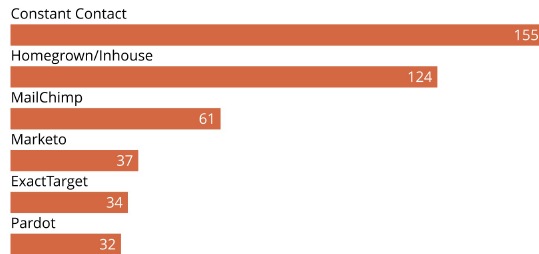
● Number of Accounts

Pains and Challenges

Inability to integrate data — 69
Ease of Use — 66
Inability to Customize Content — 66
Reporting — 39
Lack of insight into Revenue or Conversion Data — 36
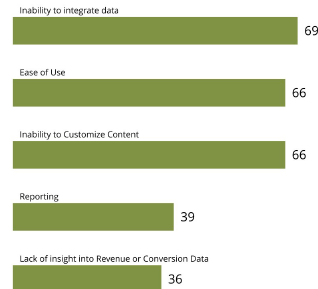
Competitive Satisfaction

Email Marketing/Marketing Automation Solution Rating - A — 223
Email Marketing/Marketing Automation Solution Rating - B — 288
Email Marketing/Marketing Automation Solution Rating - C — 71
Email Marketing/Marketing Automation Solution Rating - D — 14
Email Marketing/Marketing Automation Solution Rating - F — 4
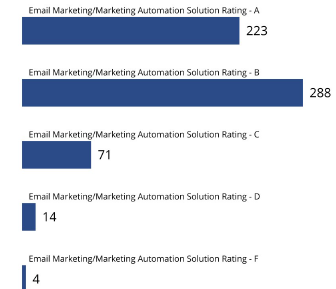
Terminus Pilot Initiative

- **Goal:** Produce new leads and move existing leads and contacts along the funnel; through account-based marketing

- **Target:** New contacts at accounts already being targeted by Silverpop

- **Budget:** $72k
  - $12k/year for platform licensing
  - $5k/month in advertising spend

- **Timing:** One-year pilot will launch August, 2015

- **Program:**
  - Hyper-targeted, multi-touch, advertising engine that will allow us to send targeted ads to accounts in Salesforce that we identify our sales team is actively engaged with or targeting

- **Expected outcomes** (combined with Meeting Maker campaign):
  - 33 - 66 new opportunities
  - $92k - $184k future bookings

Accounts: 4

Reach: 27,240

Impressions: 0   Clicks: 0
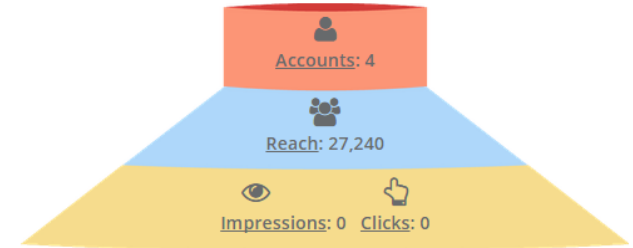
Actively Targeted Companies

Your Input
4 Unique Companies from 4

Terminus Output
4 Companies
27,240 Reach

Ford

Reach	Impressions	Clicks	Spend
967	0	0	$0.00

Live for 20 Days

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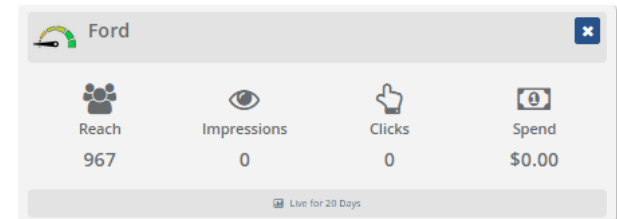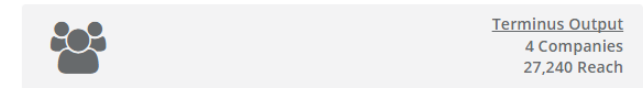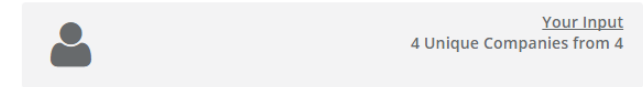
Terminus Examples

- ## Sylvan Learning
  - ### 2 dead opportunities
    - 2012 - Lost to competition - $136k
    - 2014 - Dead opportunity - Not in cycle

- ## Foresee/Answer.com
  - ### Not a fit after conversation driven by Meeting Maker, however –
    - Raved about our targeted marketing approach
    - Stated that the Terminus ads pushed him over the edge to talk to us

Terminus Strategy

- SalesForce accounts
  - All open Opportunities
    - Push all current opportunities through
    - New opportunities will feed into Terminus campaign when opened
    - Outstanding issues:
      - Content offer (Need Sales input)
      - CTA
  - Accounts with New Leads
    - General Corporate leads pilot
      - Offer = "Best Practices for Marketing Excellence and Operational Efficiency"
      - No additional creative needed – can set up by next week
    - Non Profit leads pilot
      - US Corporate accounts; Industry = Non Profit
      - Dependent on development of Non Profit-specific content
  - Silverpop Webinar Promotion
    - Leads with Status = New, Country = US
      - Not being worked by DB yet
    - Pilot with December webinar
  - Strategic Top Targets from DG outbound campaign
    - Requested by Michael Bell
    - Offer = Email Benchmark report

- Use with targets for upcoming campaigns
  - Competitive Take-Away
    - Identify accounts with targeted competitors with BuiltWith tool
  - Meeting Maker
    - Phase 2 of Corporate Meeting Maker
    - Digital Meeting Maker

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Meeting Maker_corporate_Phase 1

Impressions	Audience Expansion	Engaged Accounts
48,843	Contacts: 356 14X Reach: 5,004	105

Total Spend: $441   **Days Running**: 59

Top 5 Most Engaged Accounts

1) California Closets   Accounts: 105

2) Golfballs.com

3) Habitat for Humanity
International   Reach: 5,004

4) McDavid

5) InsideView, Inc.   Impressions: Clicks:
                             48,843   23

Leading Creative

Impressions	Clicks	CTR
23,719	12	0.051%

Projects In Development

Non-Profit Competitive Take-Away Campaign

Non-Profit Competitive Takeaway Campaign

- **Goal:**
  - Win competitive business from current Non-Profit Convio/Black Baud users
- **Plan:**
  - BuiltWith account list
    - Have BAO survey BuiltWith sample list of 20 accounts to validate list
      - Roll into current BAO campaign for execution
      - 17 non-customer accounts on list * $175/account = $2,975
    - If BAO test shows list is valid, purchase list of 1,400 Convio/Black Baud users from BuiltWith
      - 2-month BuiltWith membership @ $995
      - Scrub against current customer database
  - Contact List
    - CatapultWorks will develop list of 2,000 contacts from BuiltList account list
  - Campaign
    - Direct Mail driving to "contact me" form on landing page
    - $49.99 incentive offered
    - Demand Gen will follow up
      - Call all non-responders
- **Investment:**
  - Total cost is $128k
- **Outcome expected:**
  - 60 MQLs generated, worth $283k revenue

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Non-Profit Competitive Takeaway Campaign

IBM **Marketing Cloud**

Pull 1,400 Non Profit Convio accounts from BuiltWith tool

CatapultWorks generates 2,000 contacts at 1,400 accounts

Message: Silverpop advantages over Convio (competitor not mentioned by name)

Offer: $49.99 incentive (Maybe)

Direct Mail Piece

Fed Ex 3-day

Target: Non-profit organizations using Convio/other MA tool

Responders

Registration Page

Demand Gen: Contact to set appointment

Sales meets with Prospect

Non-Responders

Demand Gen: Outbound contact

Responders

Non-Responders

Competitive Nurture (if opted in)

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Competitive Take-Away Campaign Preliminary Concept

Competitive Take-Away Campaign Preliminary Concept

VERSION C

Learn how to expand your digital marketing impact with IBM Marketing Cloud.

Schedule your free walkthrough at ibm.com/biggerbag

In 30 minutes, you'll learn how to use triggered abandonment messages and behavioral data to recover lost donations. Find out how to set up automated campaigns to boost awareness. And see how you can build advocacy using a variety of data streams to personalize interactions in real time.

After we meet, share your IBM Cloud Marketing tips with the team over lunch. We'll send Uber Eats for you and four coworkers. Get started at ibm.com/biggerbag

BACK

Your email program is awesome. But it's time you approached your mission with a *bigger* bag of tricks.

We all start small. But eventually, the time comes to start thinking *bigger.*

SMALL/FOLDED BAG

LARGE/UNFOLDED BAG

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(1)
SMALL/FOLDED BAG:
We all start small.

But eventually, the time comes to start thinking bigger.

(2)
LARGE/UNFOLDED BAG:
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(3)
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After we meet, share your IBM Cloud Marketing tips with the team over lunch. We'll send Uber Eats for you and four coworkers. Get started at ibm.com/biggerbag

Competitive Take-Away Nurture

Competitive Takeaway Nurture

- **Goal:**
  - Build Nurture that targets users of competitive marketing automation products
- **Plan:**
  - Phase 1 will consist of general information that can be used to target customers of any competitor
    - o Work with Sales to identify top 7 areas where we excel over our competitors
    - o Built 7-step knowledge-based nurture, each step highlighting one of these areas
  - Phase 2 (not budgeted here) will add nurture steps specific to identified competitors
- **Uses:**
  - Nurture will be available to Sales as a drop-in nurture when they identify dissatisfaction with a competitor's product
  - Marketing with use BuiltWith tool to identify additional opted-in prospects who are using specific competitive solutions
    - o These prospects will be dropped into the nurture stream
- **Investment:**
  - Total cost is $155k
- Outcome Expected:
  - 68 MQLs worth $176k (Year 1)
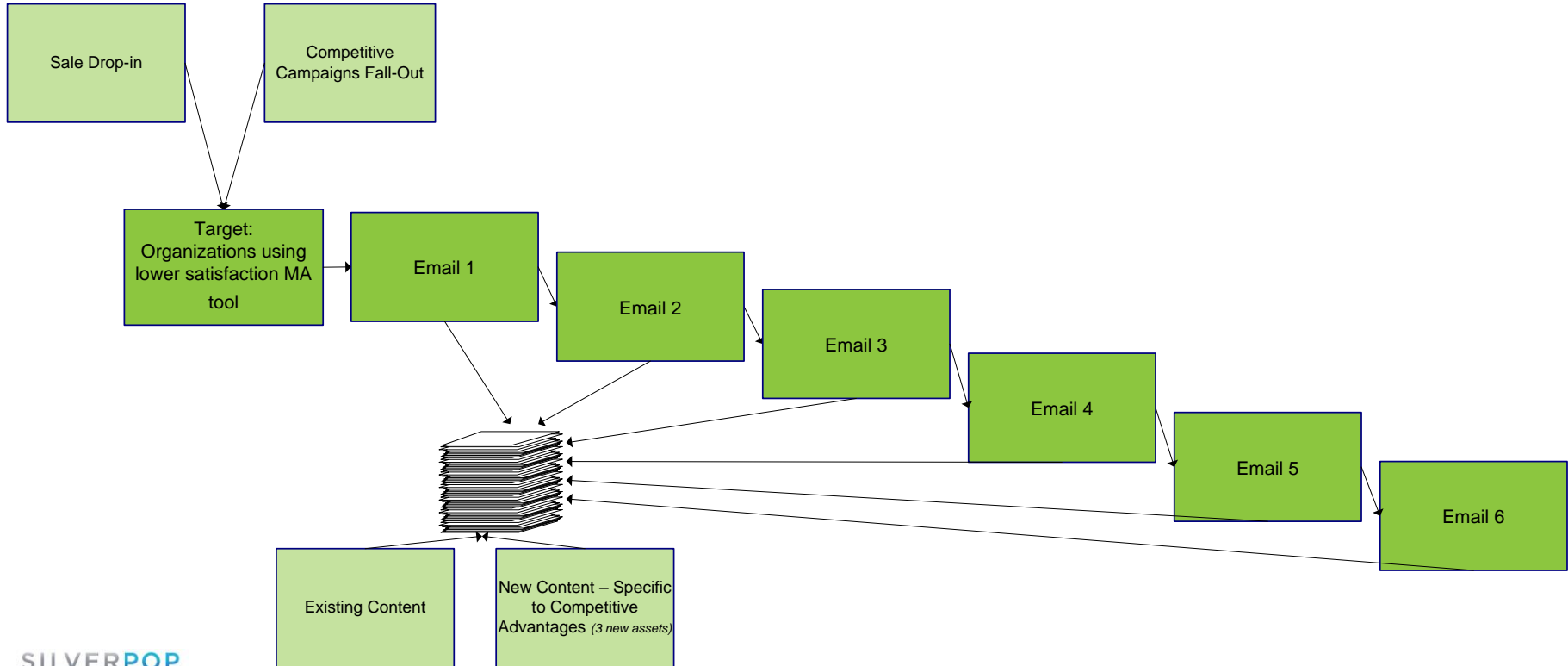
Competitive Nurture – Preliminary Proposal

- Vary content more – More info on "why" instead of "how"
- Begin with one generic email stream
    - Phase 2 will bring in competitor-specific messaging
- Phase 3 will potentially introduce video

IBM Silverpop Competitive Take-Away Lead Nurture Journey Proposed

Lead Nurture Over 14 Weeks, 2 Weeks Between Each Mailing

1. Non-Profit
2. Competitive Take-Away Nurture

OR

1. Non-profit
2. Self-service
3. Managed Service
4. Online Retail
5. Big Retail

salesforce

In SFDC

Sales Rep Selects Lead Nurture Path

Select Lead Nurture Date

Sales Rep Selects When Lead Nurture Starts

1 — 8 Signs
WP 8 Signs You've Outgrown Your Email Solution

2 — Ask-Away
WP What to Ask Vendors Before Changing

3 — Your Must Haves
WP Build Your Must Have Checklist Tool to Download

4 — No Worries
WP What No Worries Looks Like

5 — Lived to Brag About It
Use Cases By Type

6 — Avoid Disaster
14 Reasons Not to Worry when Switching

7 — No Worry Checklist
17 No Worry Checklist so Nothing Falls Through The Cracks

- Update Current White Paper
- Create New Content
- Use Current Relevant Case Studies

Phone Chat

r2i

Competitive Programs Development Schedule

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	Project	Budget	October				November						December				January				February				
			10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/26-27	11/30	12/7	12/14	12/21	12/28	1/4	1/11	1/18	1/25	2/1	2/8	2/15	2/22	2/29
Competitive Take-Away Nurture Program	Strategy and Planning	$ 35,500.00																							
	Content Creation	$ 55,500.00																							
	Campaign Concepting	$ 17,500.00																							
	Email Kit Design and Development	$ 34,500.00																			DEPLOY				
Non-Profit Competitive Takeaway	Immersion and Creative Brief Development	$ 2,750.00																							
	Campaign Concepting	$ 21,250.00																							
	Direct Mail Design and Development	$ 12,500.00																							
	Registration/Thank You Page Development	$ 8,750.00																							
	List Build	$ 27,500.00																							
	Direct Mail Production	$ 41,000.00																			DROP				

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CMO Roundtable Event

CMO Roundtable Event Pilot

- **Goal:**
  - Build brand awareness of IBM Marketing Cloud with high-level marketing executives
- **Plan:**
  - With media partner, host 90-minute event for 8-12 CMOs from target Corporate-level accounts
    - Facilitated discussion of marketing pain points
  - Produce video of event
    - Distributed to all invitees
    - Use to promote awareness on IBMMarketingCloud.com and Silverpop.com
  - Develop knowledge-based asset based on findings/discussions from event
  - Direct Mail campaign to promote video and asset to 150 targeted Corporate-level CMOs
- **Investment:**
  - Total cost is $200k
- **Outcome Expected:**
  - Increased awareness of IBM Marketing Cloud among target audience
  - 14 MQLs worth $68k (Year 1)

Digital Meeting Maker Campaign

Digital Meeting Maker

- **Goal:**
  - Pilot Digital version of Meeting Maker campaign

- **Plan:**
  - Variable direct mail/email (depending on contact information available and permissions) that drives to personalized URL (PURL)
  - PURL includes embedded video (existing "IBM Marketing Cloud Overview" video) designed to introduce various components of the IBM Marketing Cloud
  - PURL features carousel that presents 3 levels of offer
    - o $49.99 for 45-minute meeting
    - o Smaller incentive for 15-minute call
    - o Downloadable knowledge asset to "keep me in the loop"
  - Will reach 1500 prospects at 500 Corporate segment accounts
  - Automated Voice Mail (AVM)

- **Investment:**
  - Total cost is $159k

- **Outcome Expected:**
  - Increased awareness of IBM Marketing Cloud among target audience
  - 54 MQLs worth $255k

Use Case Videos Campaign

Use Case Videos Campaign

- **Goal:** Communicate high-level Engage message to drive new top-of-funnel leads

- **Target:** General marketing automation prospects; Businesses with B2C customers, especially Retail

- **Budget:** $100,000

- **Timing:** Videos completed early 2015; Web pages and Hero Banners launched August, 2015; Email campaign launched in Q1 2016

- **Program:**
  - Produce 4 Use Case Videos
  - Publish 4 web pages with copy and suggested additional content
  - Develop 4 Hero Banners that will direct to the web pages
  - Create custom confirmation page to encourage additional touches
  - Build Use Case email campaign with send strategy
  - Update Retail and eCommerce page
  - Develop related slideware to be used in sales decks

- **Expected outcomes:**
  - 75 new opportunities
  - $2,625,000 million pipeline
  - $236,250 future bookings

Use Case Videos
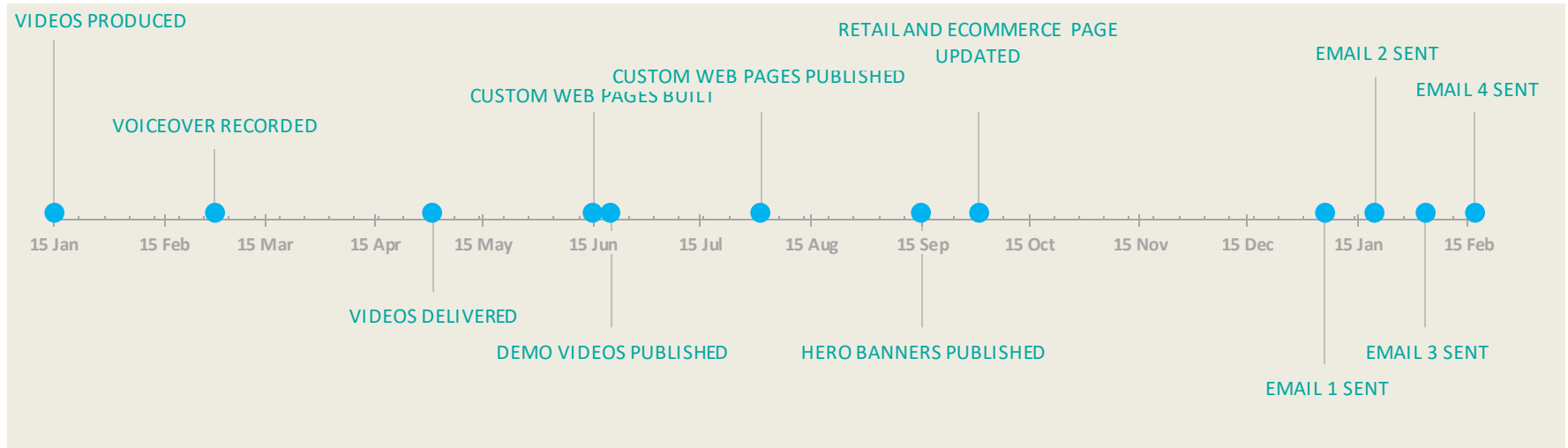
The use case videos have been created as a bridge between technical demo and anthem video. The goal over the four videos is to identify prospects that are ready to enter the buying cycle. Each video is just under two minutes long and addresses a different part of a customer lifecycle in a B2C relationship.

Video 1 – Customer Engagement and Acquisition
Video 2 – Learning to Nurture
Video 3 – Renewed Revenue
Video 4 – Long-Term Relevance

The use case videos will also be used to identify prospects that should be placed into various nurtures.

Awareness: Leads that are put into this nurture have just started their research and are at the beginning of the buying cycle.

Propensity: Leads that are put into this nurture are starting to look into specific providers.

Decision: Leads that are put into this nurture are nearing a decision to buy.

Video Overview

Video 1 – Engagement and Acquisition
- Introduces the prospect to primary vision
- Message: Mapping the customer journey is critical to a marketing campaign's success and will increase customer loyalty while also driving ROI
- Topics Covered:
    - Source Tracking
    - Web Tracking
    - Social Sign-in
    - Customer Profile
    - Lead Scoring

Video 2 – Learning to Nurture:
- Message: Importance behind customer nurtures after the first touch has been made, specifically, the importance of nurtures that feel more like a one-to-one experience instead of mass communication.
- Topics Covered:
    - Welcome Email Series
    - Interest Scoring
    - Progressive Profiling
    - Nurture Series
    - First Purchase

Video Overview

Video 3 – Renewed Revenue
- Message: The importance of targeting customers for repeat purchases. A large portion of the video is dedicated to the importance of brand loyalty and ways to build it.
- Topics Covered:
  - Post Purchase Programs
  - Loyalty Programs
  - Purchase Insights
  - Engagement Insights
  - Cart Abandonment

Video 4 – Long-Term Relevance:
- Message: How to identify and win back lapsed customers. There is also a focus on additional features that haven't been touched previously in the series.
- Topics Covered:
  - Engagement Scoring
  - Implicit Data
  - Mobile Behaviors
  - Customer Relationships

THE WELCOME EMAIL SERIES

Custom Web Pages

The primary use of the four web pages is to act as a vehicle for the use case videos, but to also offer additional touches with the end goal being to identify prospects that are currently in a buying cycle.

- Video 1: http://www.silverpop.com/relationship-marketing-engagement-and-acquisition/

- Video 2: http://www.silverpop.com/relationship-marketing-learning-to-nurture/

- Video 3: http://www.silverpop.com/relationship-marketing-renewed-revenue/

- Video 4: http://www.silverpop.com/relationship-marketing-long-term-relevance/

Custom Web Page 1 – Engagement and Acquisition

▪ **Recommended Assets:**

- **Whitepaper: Ultimate Guide to Assessing Your Marketing Program**
  - Helps identify prospects that are willing to reevaluate their marketing solutions signifying that they are potentially in a buying cycle.
  - Downloads considered an MQL and sent to LDR.

- **Whitepaper: 8 Signs It's Time to Graduate to a More Sophisticated Email Marketing Solution**
  - Helps identify prospects that feel their current solution is lacking or not robust enough.
  - Downloads deemed ready for the propensity nurture; Ready to look at specific providers

- **Whitepaper: Are You a Best Friend Brand? How Relevance and Trust Can Get You into the Inner Circle**
  - Downloads receive additional score for asset download; Boosts their score towards MQL.
  - Downloads added to the awareness nurture.

Custom Web Page 2 – Learning to Nurture

▪ **Recommended Assets:**

- **Whitepaper: 15 Post Purchase Emails That Build Loyalty and Drive Revenue**
  - Downloads receive additional score for asset download; Boosts their score towards MQL.
  - Downloads added to the awareness nurture.

- **Whitepaper: Revenue Attribution: How to Measure the impact of Your Marketing Efforts**
  - Helps identify prospects that feel their current solution is lacking or not robust enough.
  - Downloads deemed ready for the propensity nurture; Ready to look at specific providers

- **Whitepaper: 7 Tips for Nurture Marketing**
  - Downloads receive additional score for asset download; Boosts their score towards MQL.
  - Downloads added to the awareness nurture.

Custom Web Page 3 – Renewed Revenue

- **Recommended Assets:**

- **Whitepaper: 15 Post Purchase Emails That Build Loyalty and Drive Revenue**
  - Downloads receive additional score for asset download; Boosts their score towards MQL.
  - Downloads added to the awareness nurture.

- **Whitepaper: 5 Challenges to Building a Loyalty Program – and How to Overcome Them**
  - Downloads receive additional score for asset download; Boosts their score towards MQL.
  - Downloads added to the awareness nurture.

- **Whitepaper: Revenue Attribution: How to Measure the Impact of Your Marketing Efforts**
  - Helps identify prospects that feel their current solution is lacking or not robust enough.
  - Downloads deemed ready for the propensity nurture; Ready to look at specific providers

Custom Web Page 4 – Long-Term Relevance

▪ **Recommended Assets:**

- **Whitepaper: How to Identify and Win Back Lapsed Customers**
  - Downloads receive additional score for asset download; Boosts their score towards MQL.
  - Downloads added to the awareness nurture.

- **Whitepaper: Are You a Best Friend Brand? How Relevance and Trust Can Get You into the Inner Circle**
  - Downloads receive additional score for asset download; Boosts their score towards MQL.
  - Downloads added to the awareness nurture.

- **Whitepaper: Email Unsubscribe Best Practices Guide**
  - Downloads receive additional score for asset download; Boosts their score towards MQL.
  - Downloads added to the awareness nurture.

Custom Landing Page – All videos

- **Goal:**
  - Provide a resource which will help supplement the use of other visual assets like the Silverpop Demo.
  - A landing page will be developed to feature all four Use Case Demos in a single CTA.

- **Purpose:**
  - Provide prospects with a view into a complete customer lifecycle
  - Fully explain the vision by Digital Marketing and the customer journey.

Web Page Creative

Relationship Marketing 101:
Part 1: Engagement & Acquisition

How can marketers build and maintain strong customer relationships?

Mapping the customer journey is critical to marketing success – helping brands increase customer loyalty and engagement while simultaneously driving ROI. The question is, when does the customer's journey begin? After you've acquired an email address? Once they've interacted with your company website? Or, is it after an individual makes multiple purchases?

To help you navigate this ever-evolving customer journey, check out this short video to see how powerful your relationships be once you incorporate more personalized content in your marketing campaigns – starting with an individual's initial touch your brand, all the way through a loyal customer.

Watch now to learn the first steps of customer engagement marketing:

Not sure where to start?

Marketing nurtures can be as simple or as complex as you'd like, but with buying cycles continuously shifting, the key is to stay in front customers and interact on their terms. Whether you're trying to beef up your post-purchase messages or simply staying top-of-mind with customers, the resources below provide tips on how you can help your digital marketing programs bring in more revenue without draining precious time and resources.

Check out these whitepapers to learn more:

ULTIMATE GUIDE TO POST-PURCHASE MESSAGES

REVENUE ATTRIBUTION: How to Measure the Impact of Your Marketing Efforts

7 TIPS FOR NURTURE MARKETING

Hero Banners

▪ Hero banners will be used on the Silverpop.com homepage to drive prospects to the use case custom web pages. There will be 4 hero banners, one for each video.

▪ **Goal:**
  • Increase visibility for Use Case Videos and drive traffic to custom web pages.

▪ **Use:**
  • By placing direct links to the use case video web pages, we are not only driving up visibility, but also driving up traffic to the recommended assets. This will give us insight into where certain prospects are in their buying cycle as well as how we should continue the conversation with them. The four hero banners will be placed into a sequential rotation that follows our standard hero banner practice on Silverpop.com.

Use Case Video – Hero Banner

Confirmation Page

- **Goal:**
  - Drive prospects to the use case videos and encourage additional touches via recommended assets.

- **Use:**
  - A custom confirmation page will be used for paid media spends with relevant ad campaigns. This will drive prospects to take additional action and increase lead scores.

Email Program

- **Goal:**
  - Identify prospects in the Silverpop database that are ready for a live conversion with a Silverpop LDR.

- **Target:**
  - Retail Leads created on or after January 1, 2014.

- **Summary:**
  - 4 emails will be sent to existing prospects in an effort to identify hand raisers. Emails will be sent with the following schedule:
    - Email 1 – September 29th
    - Email 2 – October 6th
    - Email 3 – October 13th
    - Email 4 – October 20th
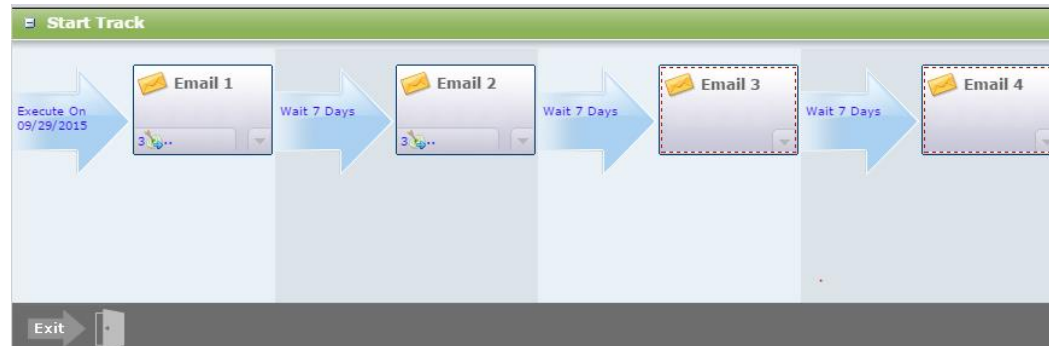
Email Content

- **Email 1:**
  - Introduce the prospects to the Use Case Video Series.
  - Reflects focus of Video 1
  - Features Source Tracking, Web Tracking, Customer Profile and Lead Scoring
  - CTA - Drives to Use Case Video Custom Webpage to drive additional clicks towards the recommended whitepapers.

- **Email 2:**
  - Continues the conversation
  - Reflects focus of Video 2
  - Features Welcome Email Programs, Nurturing and Progressive Profiling
  - CTA – Drives to Use Case Video Custom Webpage to drive additional clicks towards the recommended whitepapers.
  - Includes "Contact Me" CTA

- **Email 3:**
  - Continues the conversation
  - Reflects focus of Video 3
  - Feature Post Purchase Programs, Loyalty Programs and Purchase Insights
  - CTA – Drives to Use Case Video Custom Webpage

- **Email 4:**
  - Continues the conversation
  - Reflects focus of Video 4
  - Features Engagement Scoring and Implicit Behavior Data.
  - CTA – Drives to Use Case Video Custom Webpage
  - Includes "Contact Me" CTA

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Retail and eCommerce Page

- Update Retail and eCommerce page
  - New copy and CTAs
  - Feature a grid of the four use case videos
  - The Use Case Video links will lead to the custom web pages in order to ensure that the suggested content is also seen

- **Goal:**
  - Drive Retail and eCommerce prospects to take additional actions to convert them to MQLs.

Slideware

- **Goal:**
  - Provide Sales with additional marketing resources to enhance personalized sales decks for high-level presentations.

- **Description:**
  - Used in conjunction with sales presentations.
  - Powerpoint version of the use case videos
  - Can be used to tell a summarized version of the same story

- **Use:**
  - Can be used as a whole
    - Features portions from all four videos
  - Can be used to specifically highlight functionality that the prospect is interested in.
  - Follow up communication after the presentation can also include CTAs that will drive to the Custom Webpages where the full videos can be found.
    - Increases exposure
    - Encourages additional touches by decision makers.

IBM Marketing Cloud Homepage Feature

- **Goal:**
  - Increase exposure to the Use Case Videos

- Description:
  - Drive traffic from Hero Banners (above), on Silverpop.com and IBMMarketingcloud.com
  - Drive prospects to take additional actions which will increase lead scores and create additional MQLs

Custom Web Pages

- Video 1:
    - http://www.silverpop.com/relationship-marketing-engagement-and-acquisition/

- Video 2:
    - http://www.silverpop.com/relationship-marketing-learning-to-nurture/

- Video 3:
    - http://www.silverpop.com/relationship-marketing-renewed-revenue/

- Video 4:
    - http://www.silverpop.com/relationship-marketing-long-term-relevance/

2H Events & Webinars

Trade Shows

Q3 2015 Third-Party Events Calendar

	Event	Date	Focus	Location	Lead Goal	Actual Lead #
Q3	National Nonprofit Conference	July 13 – 14	Nonprofit	Washington, DC	30	31
	Mobile Beat	July 13 – 14	Mobile	San Francisco, CA	40	41
	SEAT	July 19 – 22	SEA	San Francisco, CA	30	
	eTail East	Aug 10 - 13	Retail	Boston, MA	100	
	Growth Beat	Aug 17 - 18		San Francisco, CA	30	
	Cross-Channel Marketing Summit	Aug 19 - 22		Lake Tahoe, NV	30	
	Content Marketing World	Sep 8 - 10		Cleveland, OH	100	
	Digital Summit	Sep 21 - 22		Detroit, MI	50	
	Annual AMA Conference	Sep 27 - 29		Austin, TX		
	SM2 Innovation Summit	Sep 28 - 29	Mobile	New York, NY	70	
	Full Tilt	Sep 30 – Oct 2	Nonprofit	Winston-Salem, NC	50	

Q4 2015 Third-Party Events Calendar *(continued on next page)*

Event	Date	Focus	Location	Lead Goal	RSM Staffing
Shop.org	Oct 5 – 8	Retail	Philadelphia, PA	100	Zach Cheroff; Corey Pladson
Marketing Summit Philadelphia	Oct 5		Philadelphia, PA		Sandy Blalock
Digital Summit	Oct 13 – 14		Washington, DC	50	Dane Ginsberg; Zach Cheroff
Mobile Shopping Summit	Oct 14 - 16	Mobile	Palm Springs, CA	50	Zach Dyer
Marketing Summit Atlanta	Oct 15		Atlanta, GA		Chad Fearnow
Women in Retail Fall Event - SF	Oct 15	Retail	San Francisco, CA	100	None (open territories)
Marketing Profs B2B Forum	Oct 20 - 27		Boston, MA	50	Tim Paige; Nathan Hermance
Women in Retail Fall Event - NYC	Oct 27	Retail	New York, NY	100	Kyla Feeley
Marketing Summit Indianapolis	Oct 27		Indianapolis, IN		Chad Fearnow
Marketing Summit Cincinnati	Oct 28		Cincinnati, OH		Zach Cheroff
Marketing Summit Cleveland	Oct 30		Cleveland, OH		Zach Cheroff
Seattle Interactive	Nov 3 – 4		Seattle, WA	30	Brian Rants; John Zaterka
AdTech NY	Nov 4 – 5		New York, NY	100	Mark Coleman; Nathan Hermance; Sandy Blalock
Marketing Summit Denver	Nov 11		Denver, CO		Jonathan Gesinger
Content Marketing Master Class	Nov 12		New York, NY	100	Kyla Feeley
Content Marketing Master Class	Nov 17		San Diego, CA		Matt Beckman, Chuck Carey

Q4

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Q4 2015 Third-Party Events Calendar *(continued from previous page)*

	Event	Date	Focus	Location	Lead Goal	RSM Staffing
Q4	Marketing Summit Dallas	Nov 17		Dallas, TX		Jonathan Gesinger
	Retail Roundtable - Chicago	Nov 17	Retail	Chicago, IL	50	Zach Dyer, Kara Holder
	Internet Summit	Nov 18 - 19		Raleigh, NC	50	Chad Fearnow
	Phocuswright Conference	Nov 17 - 19	Travel	Fort Lauderdale, FL	50	Mike Whelan, Suzanne Klarer
	Content Marketing Master Class	Dec 1		Austin, TX	100	Jonathan Gesinger
	Content Marketing Master Class	Dec 3		Washington, DC	100	Dane Ginsberg; Zach Cheroff
	Email Insider Summit	Dec 6 - 9		Deer Valley, UT	100	Chad French; Zach Cheroff
	Digital Summit Dallas	Dec 8 - 9		Dallas, TX	50	Jonathan Gesinger

H2 2015 Third Party Webinar Calendar

IBM Marketing Cloud

	Webinar Name	Date	Sponsor	Leader	Registration Goal	Actual Registration
Q3	Using Customer Journey Planning to Drive Your Digital Marketing Success	7/8/2015	Association of Strategic Marketing (ASM)	Keith Meade, Erinne Mejia	500	464
	Creating a Mobile-Friendly Customer Journey	7/14/2015	Target Marketing	Ben Kaplan, Teya (Whereoware)	454	345
	5 Keys for Using Social to Drive Digital Marketing Success	8/5/2015	Multichannel Merchant	Chris Murphy, Shoutlet	175	
	Email Marketing Benchmark Study Findings & Takeaways	8/11/2015	AMA	Laurie Hood	622	
	3 Secrets to Measuring Marketing's Impact on Revenue	9/15/2015	Marketing Profs	Bryon Grant	500	
	Email Marketing Benchmark Study Findings & Takeaways	9/24/2015	DM News	D. Bolduc	598	
Q4	TBD – 8/24 due date	10/7/2015	Chief Marketer	TBD	175	
	TBD – 9/1 due date	10/13/2015	MMA	TBD	200	
	TBD	11/3/2015	Target Marketing	TBD	454	
	TBD	11/10/2015	AMA	TBD	622	
	TBD – 10/12 due date	12/1/2015	Association of Strategic Marketing (ASM)	TBD	500	
	TBD – 10/25 due date	12/8/2015	DM News	TBD	598	

H2 2015 Silverpop Webinar Calendar

	Webinar Name	Date	Leader	Registration Goal	Attendance Goal	Actual Registration	Actual Attendance
Q3	Email Marketing Benchmark Study Findings & Takeaways	7/15/2015	Loren McDonald				
	Public Demo	7/2015					
	5 Tips for Sports & Entertainment Marketing	7/29/2015	Tara Herschend				
	How Video Works with Email and Other Channels	8/19/2005	Loren McDonald, Vidcaster	800	300		
	Public Demo	8/2015		100	40		
	Behavioral Marketing: Delivering Personalized Experiences at Scale	9/23/2015	Dave Walters	800	300		
Q4	Mobile top OR Post-Purchase Emails OR Unsubscribe Best Practices OR TBD	10/15/2015	TBD	800	300		
	TBD November Silverpop Webinar	11/2015	TBD	800	300		
	2016 Trends	12/3/2015	Laurie Hood	800	300	2,414	724

H2 2015 Silverpop Customer Events Calendar

	Event	Date
Q3	Chicago User Group	9/30/2015
Q4	Washington, D.C. User Group	10/6/2015
	San Francisco User Group	10/13/2015
	Orange County User Group	10/15/2015
	New York City User Group	10/28/2015
	Toronto User Group	11/4/2015
	Boston User Group	11/10/2015
	Atlanta User Group	11/17/2015
	Charlotte User Group	11/19/2015
	Dallas User Group	12/2/2015

2H NA Media Plan

Media Plan

- Goal: Drive net new leads and MQLs for IBM Marketing Cloud product

- Target: All segments, with emphasis on Strategic and Corporate segments and Net New leads

- 2015 Budget: $2.3m

- Timing: Ongoing

- Program:
  - CatapultWorks develops monthly plan that promotes Silverpop thought leader assets through industry-specific media to drive new leads

- 2015 Targets:
  - 52.7k total inquiries
  - 31.8k net new inquiries
  - 10.5k MQLs

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2015 Email Marketing Metrics Benchmark Study

See how you measure up across more than 15 open, click-through and list churn metrics.

Download Now

Looking to improve email performance, but unsure how you compare to your peers? Without competitor data, gauging where you stand can be difficult.

With the exclusive "2015 Email Marketing Metrics Benchmark Study," this key industry data - and much more - is at your fingertips. Discover how you measure up across more than 15 open, click-through and list churn metrics, plus get insights on:

• Deeper metrics, such as click-to-open rate and transactional message data

Partners and Programs

- **20+ on-going, optimized properties**

- **ORGANIC LEAD PROGRAMS**
  - *Driving and converting on Silverpop LPs*
    - HTML email
    - Banners, Newsletters and Sponsored Updates

- **GUARANTEED LEAD PROGRAMS**
  - *Driving and converting with application of lead filters*
    - Webinars
    - Content Syndication

MEDIA PLACEMENT EXAMPLES

Use of Themes in Purchased Media

June Key Theme	Budgeted Amount	Projected Responses	Responses	Projected Net new	Net New Leads Achieved	Projected MQLs	MQLs	Responses % to goal	$ per Net New	MQL Conversion %
Assessment	$26,741	381	315	194	156	101	133	82.68%	$171	85.26%
CMO Guide	$50,165	1053	1484	562	929	236	171	140.93%	$54	18.41%
Loyalty Program	$26,471	536	475	449	335	114	63	88.62%	$79	18.81%
Unsubscribe	$11,342	293	292	234	159	68	28	99.66%	$71	17.61%
Syndication	$66,134	1419	1258	919	831	626	352	88.65%	$80	42.36%
June Total	$180,853	3,682	3,824	2,358	2,410	1,145	747	103.86%	$75	31.00%

July Key Theme	Budgeted Amount	Projected Responses	Responses	Projected Net new	Net New Leads Achieved	Projected MQLs	MQLs	Responses % to goal	$ per Net New	MQL Conversion %
2015 Benchmark	$19,765	611	1104	204	503	77	79	180.69%	$39	15.71%
Agile Marketing	$42,811	935	757	713	516	246	102	80.96%	$83	19.77%
CMO Guide	$40,754	1055	1616	648	970	206	131	153.18%	$42	13.51%
Loyalty Programs	$17,647	520	413	172	199	68	40	79.42%	$89	20.10%
Retail Success	$31,682	462	387	305	255	87	48	83.77%	$124	18.82%
Syndication	$121,271	3,052	2,787	2,314	1,542	1,523	181	91.32%	$79	11.74%
July Total	$273,930	6,635	7,064	4,356	3,985	2,207	581	106.47%	$69	14.58%

August Key Theme	Budgeted Amount	Projected Responses	Responses	Projected Net new	Net New Leads Achieved	Projected MQLs	MQLs	Responses % to goal	$ per Net New	MQL Conversion %
2015 Benchmark	$103,905	2159		1375		618				
CMO Guide	$19,765	611		204		77				
Loyalty Programs	$28,989	813		406		136				
Syndicated	$125,523	3005		2332		1611				
August Total	$278,182	6,588		4,317		2,442				

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Q3 2015 NA Media Plan Summary

▪ Q3 Media Plan – CatapultWorks

Month	Budgeted Amount	Projected Responses	Projected Net new	Projected MQLs
July Total	$273,930	6,635	4,356	2,207
August Total	$278,182	6,588	4,317	2,442
September Total	$285,118	6,375	4,432	2,409
Q3 Total	$837,230	19,598	13,105	7,058

Q3 2015 NA Media Plan- July

▪ July Media Plan – CatapultWorks

Outlet/Event Name	Budgeted Amount	Projected Responses	Responses	Projected Net new	Net New Leads Achieved	Projected MQLs	MQLs	Responses % to goal	$ per Net New	MQL Conversion %
Agency Newsletters	$5,882	66	38	43	21	28	1	57.58%	$280	4.76%
Dedicated Email	$46,682	700	960	507	636	179	94	137.14%	$73	14.78%
FYI	$52,941	1560	2002	516	971	204	158	128.33%	$55	16.27%
GLP	$8,528	175	157	175	79	83	0	89.71%	$108	0.00%
GLP - Multi Asset	$54,314	1311	1196	875	529	857	1	91.23%	$103	0.19%
GLP Demo	$7,918	155	72	130	55	155	0	46.45%	$144	0.00%
Hotline	$18,448	404	454	404	387	118	58	112.38%	$48	14.99%
LinkedIn Email	$10,588	231	118	150	78	35	16	51.08%	$136	20.51%
Newsletter	$5,882	283	223	283	183	65	50	78.80%	$32	27.32%
Retail Newsletters	$5,882	66	17	43	9	28	1	25.76%	$654	11.11%
Sponsored Updates	$9,804	177	264	131	174	34	8	149.15%	$56	4.60%
Webinar	$28,824	954	809	781	532	257	172	84.80%	$54	32.33%
Whitepaper	$11,883	280	289	222	173	137	0	103.21%	$69	0.00%
WPOD	$6,354	273	465	96	158	27	22	170.33%	$40	13.92%
July Total	$273,930	6635	7064	4356	3985	2207	581	106.47%	$69	14.58%

Q3 2015 NA Media Plan- August

- August Media Plan – CatapultWorks

Outlet/Event Name	Budgeted Amount	Projected Responses	Responses	Projected Net new	Projected MQLs
CPL Whitepaper Promotion	$6,471	100		100	47
Dedicated Email	$46,682	700		450	170
FYI Email	$52,941	1560		516	204
GLP	$8,529	175		175	83
GLP- Multi Asset	$54,264	1310		1038	935
GLP Demo	$7,918	155		130	155
Hotline Email	$18,448	404		404	118
Newsletter	$5,882	283		283	221
Retail Industry Professionals Email	$10,588	231		150	35
Run of Newsletters	$11,764	132		86	56
Sponsored Updates	$9,804	177		131	34
Webinar	$33,125	908		636	267
Whitepaper	$11,766	453		218	117
August Total	**$278,182**	**6,588**	**-**	**4,317**	**2,442**

Q3 2015 NA Media Plan- September

▪ September Media Plan – CatapultWorks

Outlet/Event Name	Budgeted Amount	Projected Responses	Projected Net new	Projected MQLs
Dedicated Email	$46,682	700	507	179
FYI Email	$35,294	1040	344	136
GLP	$69,518	1607	1310	1157
Hotline Email	$18,448	404	404	118
Newsletter	$17,646	415	369	277
Retail Industry Professionals Email	$10,588	231	150	35
Sponsored Updates	$9,804	177	131	34
Webinar	$58,901	1248	899	309
Whitepaper	$18,237	553	318	164
September Total	$285,118	6375	4432	2409

Ongoing Initiatives

Search - SEO

- **Goal:** Increase Silverpop.com's visibility in search engines' unpaid results by having or top-targeted keywords appear on the first page of search engine results and increase organic traffic to our site

- **Target:** Returning and new website visitors

- **Budget:** Monthly fee to Big Drum (combined with Paid Search) - $7k

- **Timing:** Continuous – Reporting received on a monthly basis

- **Program:** Ongoing site optimization for targeted keywords to improve search visibility, organic traffic and brand awareness

- **Expected outcomes:** Goals around Contact Us Conversions, Demo Form Conversions exist but need to be revisited

MONTHLY VISITS FROM ORGANIC
33,630
Previous period -2%   Previous year 0%

MONTHLY VISITS FROM ALL SOURCES
242,808
Previous period 15%   Previous year 35%

TOP SEARCH ENGINES
96.5%
● google ● bing ● yahoo ● Others

BOUNCE RATE
0%   100%
62%

BOUNCE RATE TREND
62%
Previous period -1%   Previous year -4%

TOTAL GOOGLE CTR
13.7%
Previous period 6%   Previous year -1%

VISITS FROM ORGANIC TREND

SEO KEYWORD - SILVERPOP

SEO KEYWORD – MARKETING AUTOMATION

SEO KEYWORD – EMAIL MARKETING

Search - PPC

- **Goal:** Drive leads and prospects to Silverpop.com and capture their information; Historically has been geared toward MQL conversion

- **Target:** Leads and prospects that are searching for Silverpop, email and marketing automation terms

- **Budget:** Up to $49k/month

- **Timing:** Continuous – Reporting received on a monthly basis

- **Program:** Paid search ads via Google Adwords, both text-based and display advertising and retargeting

- **Expected outcomes:** Monthly goals not defined but increased focus on increasing conversion rate, lowering cost per conversion and broadening our focus on the funnel to explore top of the funnel conversions instead of focusing specifically on MQL generation

PPC CLICKS	PPC IMPRESSIONS	TOTAL CTR	PPC AVERAGE POSITION
11,115	2,093,982	0.5%	1.6
Previous period 40% / Previous year 46%	Previous period 17% / Previous year 21%	Previous period 19% / Previous year 20%	Previous period 33% / Previous year 33%

PPC COST	PPC AVERAGE CPC	DISPLAY CTR	SEARCH CTR
$48,685	$4.38	0.6%	0.5%
Previous period 34% / Previous year 105%	Previous period -4% / Previous year 40%	Previous period 49% / Previous year 58%	Previous period -58% / Previous year -82%

Search – PPC – Top Keywords – Oct 2015

Campaign	Keyword	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv.	Cost / Conv.	Conv. Rate
Marketer - Brand	[silverpop]	320	5325	6.01%	$1.39	$445.14	1.0	31	$14.36	9.69%
Marketer - Brand	Silverpop marketing	30	2096	1.43%	$15.53	$465.97	2.0	4	$116.49	13.33%
Marketer - Brand	"marketing software"	130	12719	1.02%	$25.57	$3,324.30	3.8	4	$831.08	3.08%
Silverpop Engage Mktg Automation CPC Campaign	"automation"	310	124491	0.25%	$13.58	$4,208.36	2.0	4	$1,052.09	1.29%
Competitive Campaign	"marketo"	50	42889	0.12%	$25.52	$1,276.13	2.7	3	$425.38	6.00%
IBM Marketing Cloud	cloud computing	222	125697	0.18%	$30.58	$6,789.69	3.1	3	$2,263.23	1.35%
Marketer - Brand	"ibm silverpop"	16	276	5.80%	$1.54	$24.71	1.8	2	$12.36	12.50%
Marketer - Brand	[silverpop]	30	242	12.40%	$0.83	$24.90	1.0	2	$12.45	6.67%
Marketer - Emktg and Genl	"e-mailmarketing"	34	5376	0.63%	$24.20	$822.92	5.6	2	$411.46	5.88%
Marketer - Emktg and Genl	"emarketer"	316	10912	2.90%	$4.10	$1,295.16	1.4	2	$647.58	0.63%

PPC KEYWORD - SILVERPOP

PPC KEYWORD – EMAIL MARKETING

PPC KEYWORD – MARKETING AUTOMATION

Digital Marketer newsletter

- **Monthly distribution**

- **Distribution Schedule for 2H 2015**
  - Jul 9
  - Aug 12
  - Sep 9
  - Oct 14
  - Nov 11
  - Dec 9

- **Target audience**
  - Prospects who have selected to receive newsletter in the Silverpop Preference Center
  - Current monthly distribution is >18k prospects

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Digital Marketer newsletter content

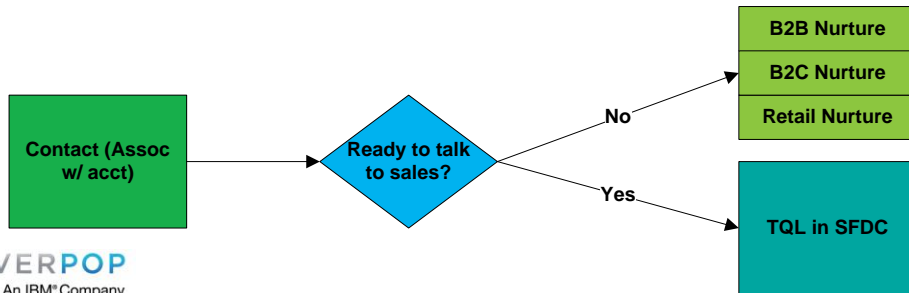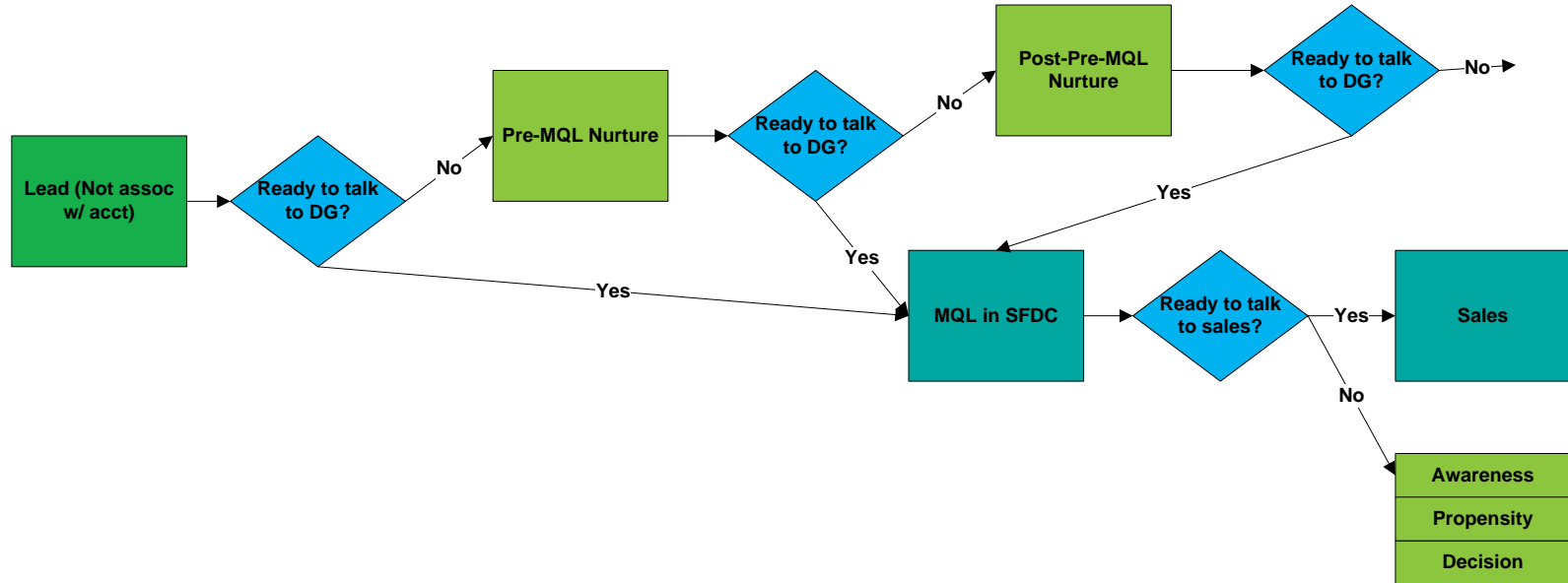|	9-Jul	12-Aug	9-Sep	14-Oct	11-Nov	9-Dec
Feature article #1	6 Ways to Collect the Data You Need to Enhance Your Marketing	Key Takeaways from 2015 Benchmark Study	Building Your Behavioral Marketing Stack	Email Experience Audit	4 Tips for Delivering More Personalized Content	Takeaways from Thanksgiving/Black Friday/Cyber Monday 2015
White paper ad	2015 Email Marketing Metrics Benchmark Study	10 Tips for Combining Email and Social to Drive Engagement (tip sheet)	Buyer Personas and Customer Journey Maps: The Modern Toolkit for Marketing	10 Tips for Transactional Emails	"Getting Started with Behavioral Marketing" tip sheet	Key Marketing Trends for 2016
Tip of the month	Identify the Outcome at the Beginning (Agile Marketing)	Optimize Your Transactional Emails (Benchmark study)	Use Social to Drive Email Opt-ins	Foster a Multichannel Customer Journey (link to Customer Journey WP)	Add Value to Transactional Emails (link to Transactional Email tip sheet)	Employ the "Next Six" Methodology (link to Behavioral Marketing tip sheet)
Webinar Ad	Email Marketing Benchmarks: How Do You Measure Up?	Tips for Incorporating Video into Your Digital Marketing Efforts	Can't Miss Tips for Putting Behavioral Marketing into Action	Why Everything You Thought You Knew About Mobile Is About to Change	10 Key Digital Marketing Trends for 2016	Tactics You Must Implement in 2016 Based on 2015 Holiday Results
Feature article #2	3 Tips for Incorporating Social into Your Overall Marketing	3 Multichannel Use Cases for Improving the Customer Experience	What's on Your Tech Chart?	Customer Journey Mapping	Predictions for Black Friday and Cyber Monday 2015	2016 Trend: Retargeting Reaches New Levels of Sophistication
Feature highlight	SMS	Web Tracking	CRM Integrations	Rich Push Messaging	Social Audiences	Journey Designer
Case Study	Care. Caffé Nero	Caffé Nero case study (alt.: GA Aquarium)	Caffe Nero case study	Caffé Nero case study	Caffé Nero case study (alternate: Bridgevine)	LSC Digital or Caffe Nerro (if approved)
Multimedia box	SMS Marketing -- Common Mistakes and Tips video	Dave W. video on Social Tips	Customer Journey Planning (Dave W. video)	Customer Journey Overview	Dave W. video on "Optimizing Transactional Emails to Drive Engagement"	Josh R. video on the Internet of Things
Demo slot	Watch the Silverpop video demo	Watch the Silverpop video demo	Watch the Silverpop demo (if updated); Join Silverpop at These Upcoming Events ad (alternate)	Join Silverpop at These Upcoming Events / IMC demo (if available)	Join Silverpop at These Upcoming Events	Behavioral Marketing tip sheet ad
Ad 2	Sports & Entertainment webinar (S&E customers) / Tips for Retail Marketing Success tip sheet (retail non S&E customers) / Agile Marketing tip sheet (all others)	7 Tips for SMS tip sheet	Marketing Automation Best Practices eBook	Buyer Personas tip sheet (if completed)	10 Things Marketers Should Automate	

Silverpop webinars - replay

- Working with Vidcaster to improve lead capture
- Why
  - No current tracking of webinar replays beyond email click-through
  - No measure of prospect engagement for each replay
- Goals
  - Capture "viewed replay" as event
  - Capture time spent viewing as engagement measure (when feature becomes available in tool)
- Other
  - Add lead card in video (at end?) to collect contact info from viewer
- Timing
  - Begin pilot in September, 2015

Lead Nurture Programs

Lead Nurture Programs

Lead (Not assoc w/ acct) → **Ready to talk to DG?**

- No → **Pre-MQL Nurture** → **Ready to talk to DG?**
  - No → **Post-Pre-MQL Nurture** → **Ready to talk to DG?**
    - No →
    - Yes → **MQL in SFDC**
  - Yes → **MQL in SFDC**
- Yes → **MQL in SFDC**

MQL in SFDC → **Ready to talk to sales?**
- Yes → **Sales**
- No → **Awareness** / **Propensity** / **Decision**

Contact (Assoc w/ acct) → **Ready to talk to sales?**
- No → **B2B Nurture** / **B2C Nurture** / **Retail Nurture**
- Yes → **TQL in SFDC**

Ongoing Nurture – Pre-MQL

- **Description**
  - Designed to reach new prospects several times within their few days in our database
    - ○ Nurture stream of 4-5 emails sent over the course of 3 weeks
  - Emails appear to come from sales rep, and are conversational in nature
  - Each email offers a different Silverpop-branded knowledge asset for download
    - ○ Email copy and downloadable assets vary by type of business (B2B vs. B2C)

- **Target Audience**
  - New prospects who aren't yet qualified to be pushed to Sales as a Marketing Qualified Lead

- **Goals**
  - To qualify and engage new leads with compelling content to learn where they are in the buying cycle, with the ultimate goal of promoting them to MQLs to be handed off to Sales for follow-up

- **Results – Based on Last 12 Months**
  - Over 26k prospects have entered this program
  - 187 Opportunities have been generated directly by the program
  - Influenced 581 Opportunities valued at $6.6 Million

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Pre-MQL Nurture Program
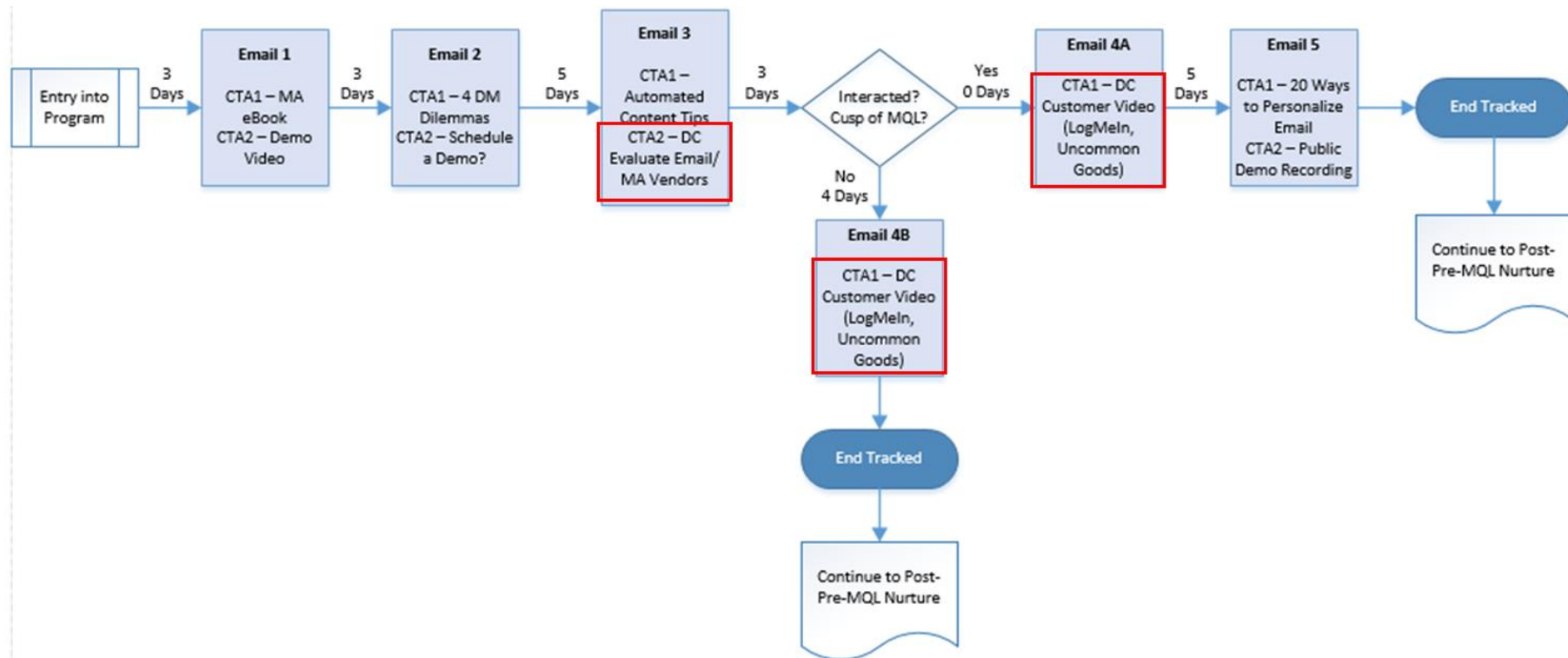
Pre-MQL Nurture Asset Example

Ongoing Nurture – Post-Pre-MQL

- **Description**
  - Follows Pre-MQL Campaign
  - Designed to keep prospects interested over the course of their buying cycle
    - Nurture stream of 7 emails sent over the course of 7 months (following their 19 days in the Pre-MQL Nuture)
  - Emails appear to come from sales rep, and are conversational in nature
  - Each email offers a different Silverpop-branded knowledge asset for download

- **Target Audience**
  - Prospects who participated in the Pre-MQL Nurture, but didn't convert to an MQL

- **Goals**
  - Grow prospects' interest in Marketing Automation and the Silverpop product
  - Warm up prospects for future sales calls
  - Accelerate the buying cycle

- **Results – Based on Last 12 Months**
  - 16k prospects have entered this program in the past year
  - 77 in Opportunities have been generated directly by this program
  - Influenced 230 Opportunities valued at $2.6 Million

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Post-Pre-MQL Nurture Program

Entry into Program

→ 30 Days →

Email 1

CTA1 – 7 Nurture Tips

→ 30 Days →

Email 2

CTA1 – Benchmark Study
CTA2 – Video Demo

→ 30 Days →

Email 3

CTA1 – Schedule Call?
CTA2 – Growing Database

→ 30 Days →

Email 4

CTA1 – 10 Things to Automate
CTA2 – Schedule Demo?

→ 30 Days →

Email 5

CTA1 – White Space
CTA2 – Awesome Exp. Webinar

→ 30 Days →

Email 6

CTA1 – Check for appropriate contact
CTA2 – ROI Calc

→ 30 Days →

Email 7

CTA1 – Multiscreen Maturation
CTA2 – Mobile Webinar

→ End Track

Ongoing Nurture – Awareness Reclaimed MQL Nurture

- ▪ **Description**
  - Demand Gen team drops leads into these nurtures when they determine that the lead is not yet ready to buy, but is in early stage or unknown stage of the buying cycle
  - Emails appear to come from sales rep, and are conversational in nature
  - Each email offers a different Silverpop-branded knowledge asset for download
    - ○ Some email copy and downloadable assets vary by engagement (base on interaction with previous emails in stream)

- ▪ **Target Audience**
  - Leads who are not yet ready to buy, but who have future buying potential and are in the early stage of the buying cycle, or the stage of the buying cycle is unknown
  - At discretion of Demand Gen rep

- ▪ **Goals**
  - Stay in touch with leads that are in the early stages of the buying cycle
  - Build awareness among prospective buyers who have just begun the buying cycle
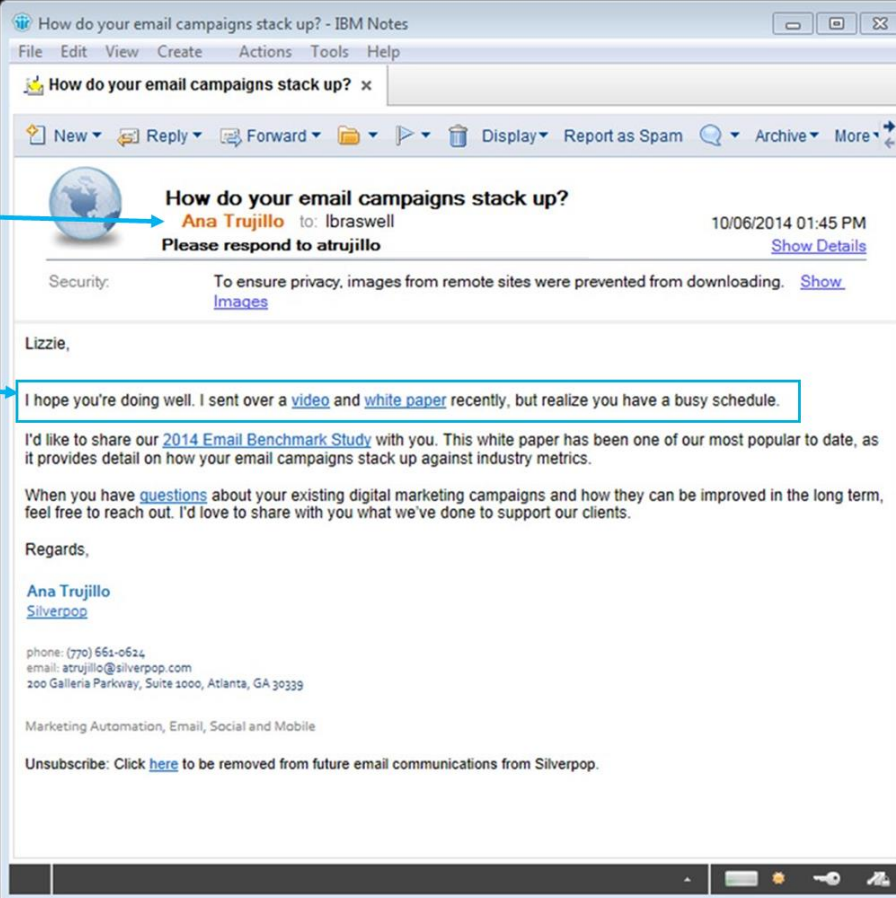
- ▪ **Results – Based on Last 12 Months**
  - Over 13k prospects have entered this program in the past year
  - 118 Opportunities have been generated directly by this program
  - Influenced 214 Opportunities valued at $2.9 Million

Reclaimed Nurture Program - Awareness
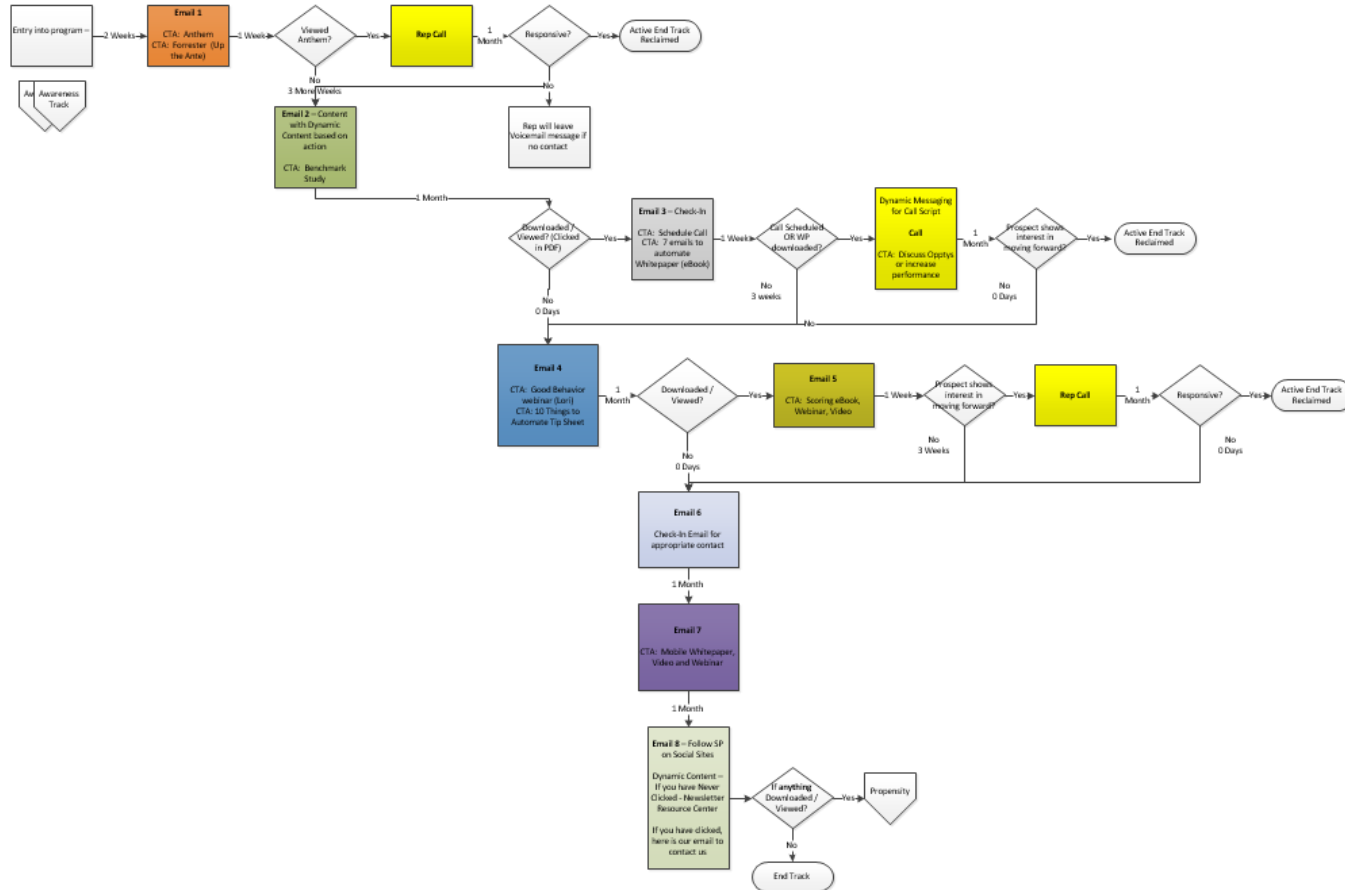
Reclaimed Nurture Asset Example

Ongoing Nurture – Propensity Reclaimed MQL Nurture

- **Description**
  - Demand Gen team drops leads into these nurtures when they determine that the lead is not yet ready to buy, but is mid-stage in the buying cycle
  - Emails appear to come from sales rep, and are conversational in nature
  - Each email offers a different Silverpop-branded knowledge asset for download
    - Email copy and downloadable assets vary by type of business (B2B vs. B2C) and by industry (Retail, Travel, Media, Financial Services, Other) for some steps

- **Target Audience**
  - Leads who are not yet ready to buy, but who have future buying potential and are in mid-stage of buying cycle
  - At discretion of Demand Gen rep

- **Goals**
  - Stay in touch with leads that are mid-stage in the buying cycle
  - Offer solutions to marketing issues
  - Help support the business case for entry into Marketing Automation or switching of vendors

- **Results – Based on Last 12 Months**
  - 3.6k prospects have entered this program in the past year
  - 13 Opportunities have been generated directly by this program
  - Influenced 57 Opportunities valued at $679K

Ongoing Nurture – Decision Reclaimed MQL Nurture

- **Description**
  - Demand Gen team drops leads into these nurtures when they determine that the lead is in the later stages of the buying cycle, but is not yet ready to buy
  - Emails appear to come from sales rep, and are conversational in nature
  - Each email offers a different Silverpop-branded knowledge asset for download
    - Email copy and downloadable assets vary by which content has already been received in earlier programs – Avoids repeating an offer to the same lead

- **Target Audience**
  - Leads who are in the later stages of the buying cycle
  - At discretion of Demand Gen rep

- **Goals**
  - Demonstrate the power of Marketing Automation tools
  - Show features and benefits of the Silverpop product
 - Address concerns regarding buying risks

- **Results – Based on Last 12 Months**
  - Over 600 prospects have entered this program in the past year
  - 6 Opportunities have been generated directly by this program

Ongoing Nurture – B2B Sales Drop-In

- **Description**
  - 6-7 emails over 6 months
  - Contacts associated with B2B accounts are dropped into email by Sales
  - Emails appear to come from sales rep, and are conversational in nature
  - Each email offers a different Silverpop-branded knowledge asset of interest to B2B companies for download

- **Target Audience**
  - Contacts at B2B accounts who are not yet ready to buy, but who have future potential
  - At discretion of Sales rep

- **Goals**
  - Grow contacts' interest in Marketing Automation and the Silverpop product
  - Warm up prospects for future sales calls
  - Accelerate the buying cycle

- **Results – Since Launch in April 2015**
  - Almost 900 contacts have entered this program since launch
  - 3 in Opportunities have been generated by this program
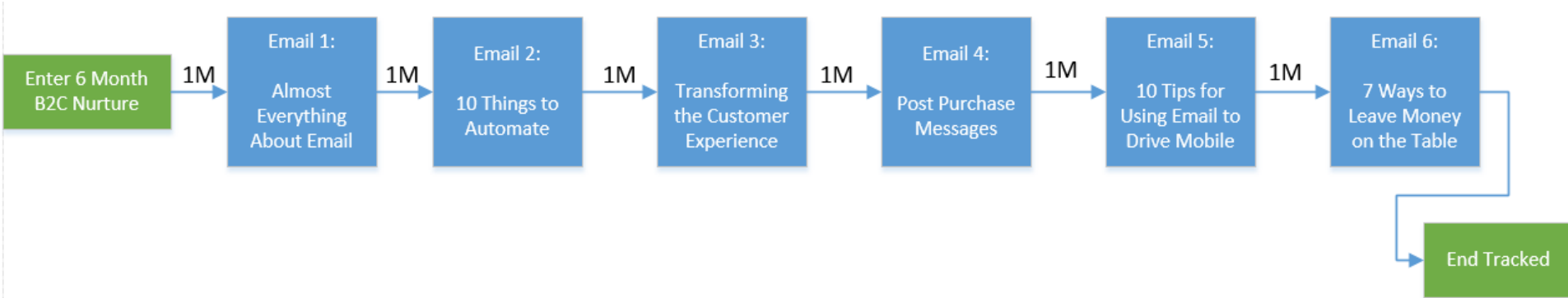 - Influenced 49 Opportunities valued at $566K
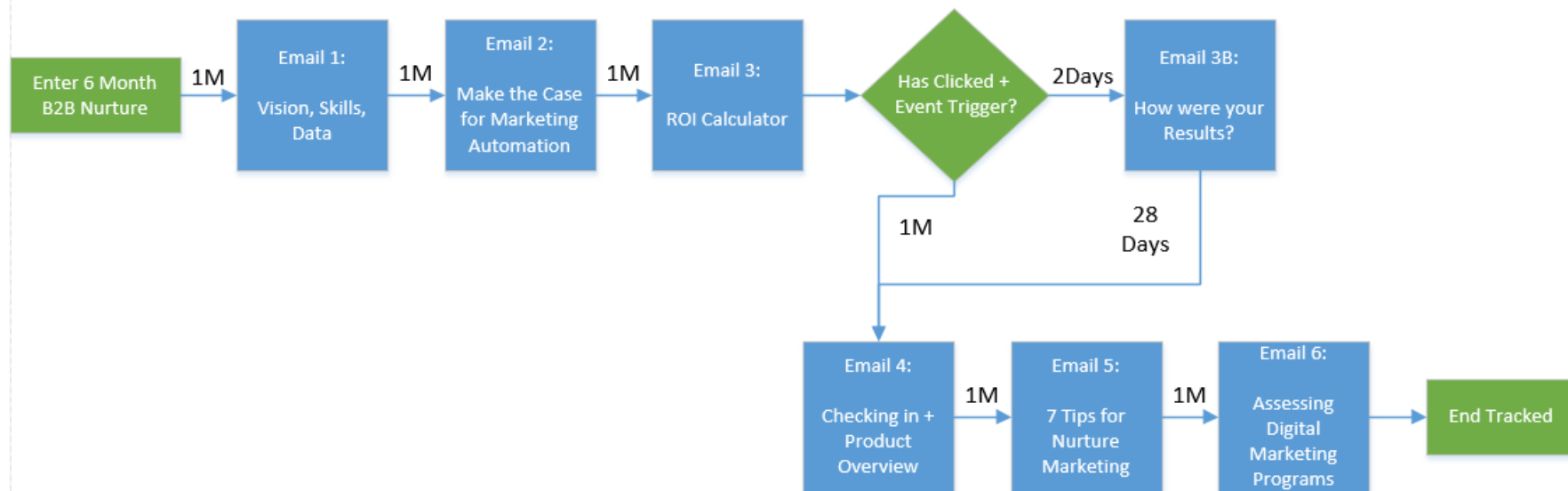
Ongoing Nurture – B2C Sales Drop-In

- **Description**
  - 6 emails over 6 months
  - Contacts associated with B2C accounts are dropped into email by Sales
  - Emails appear to come from sales rep, and are conversational in nature
  - Each email offers a different Silverpop-branded knowledge asset of interest to B2C companies for download

- **Target Audience**
  - Contacts at B2C accounts who are not yet ready to buy, but who have future potential
  - At discretion of Sales rep

- **Goals**
  - Grow contacts' interest in Marketing Automation and the Silverpop product
  - Warm up prospects for future sales calls
  - Accelerate the buying cycle

- **Results – Since Launch in April 2015**
  - 2,400 contacts have entered this program since it was launched earlier this year
  - 19 in Opportunities have been generated by this program, valued at $938K
  - Influenced 164 Opportunities valued at $3.6 Million

B2C Nurture – 6 Month Drop In

Ongoing Nurture – Retail Sales Drop-In

- **Description**
  - 6 emails over 6 months
  - Contacts associated with Retail accounts are dropped into email by Sales
  - Emails appear to come from sales rep, and are conversational in nature
  - Each email offers a different Silverpop-branded knowledge asset of interest to Retail companies for download

- **Target Audience**
  - Contacts at Retail accounts who are not yet ready to buy, but who have future potential
  - At discretion of Sales rep

- **Goals**
  - Grow contacts' interest in Marketing Automation and the Silverpop product
  - Warm up prospects for future sales calls
  - Accelerate the buying cycle

- **Results – Since Launch in June 2015**
  - 700+ contacts have entered this program since it was launched earlier this year
  - 4 in Opportunities have been generated by this program, valued at $1.18 Million
  - Influenced 27 Opportunities valued at $2.14 Million

Lead Scoring

Lead Scoring

- Lead scoring is a methodology used to rank prospects against a scale that represents the perceived value each lead represents to the organization.

- The resulting score is used to determine which leads the sales team will engage, in order of priority.

- Silverpop uses a multivariate lead scoring model – i.e., we score against multiple criteria
  - Profile data
    - Data that describes the make up of the lead
      - Industry
      - Title
      - Company size
  - Behaviorial data
    - Data showing the actions the lead has taken
      - Web visits (not currently included)
      - Event attendance
      - Asset downloads

- Leads that reach a set score threshold will be pushed to Sales (through SalesForce) as Marketing Qualified Leads

Lead Scoring Thresholds

- **Profile Scoring**

- Behavior Scoring

Score determines routing & communication strategy

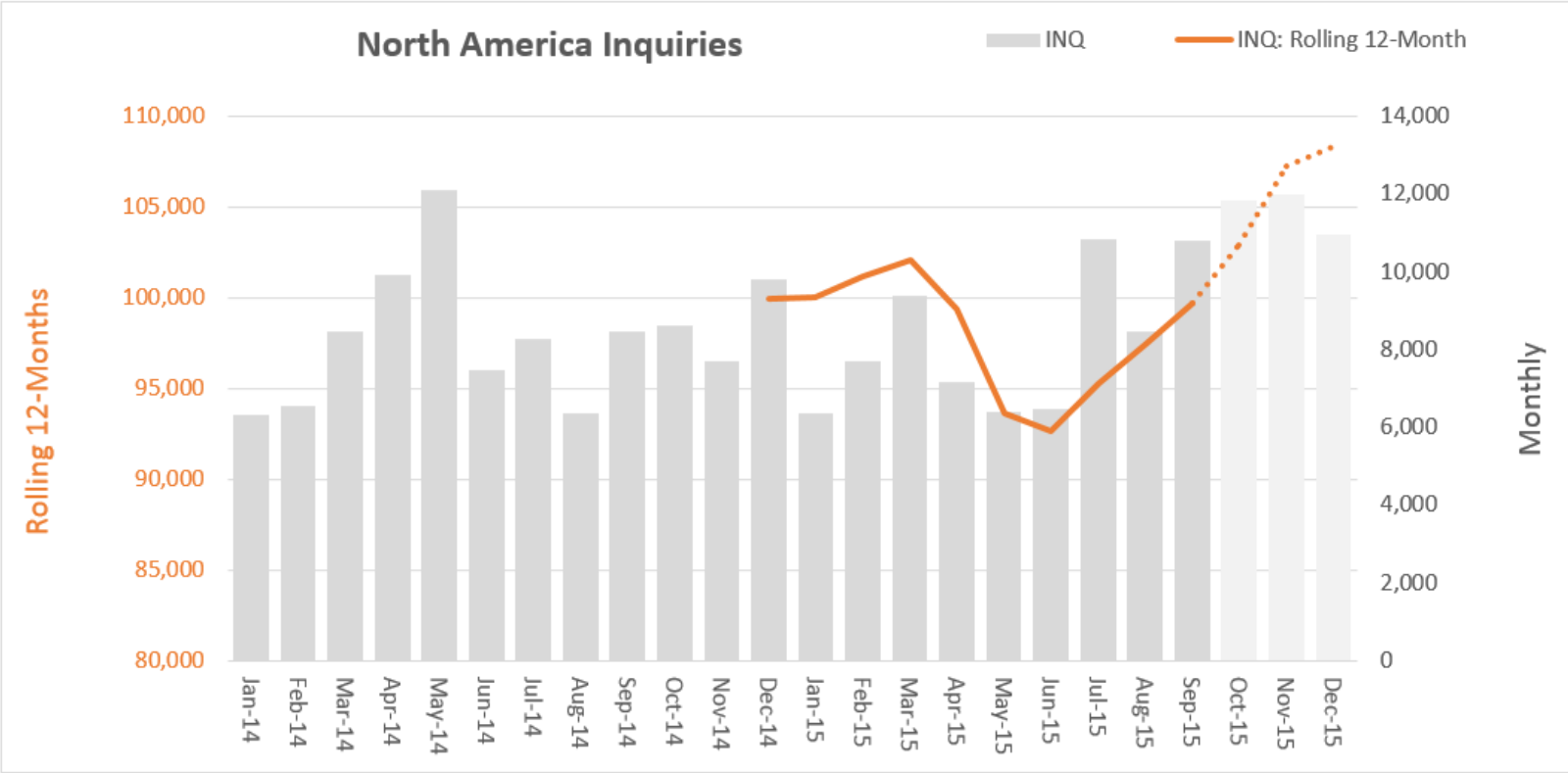| Profile	Behavior			
	1	**2**	**3**	**4**
A	Target Fit Heavy Interest	Target Fit Some Interest	Target Fit Unclear Intent	Target Fit Low Activity
B	Potential Fit Heavy Interest	Potential Fit Some Interest	Potential Fit Unclear Intent	Potential Fit Low Activity
C	Insufficient Info Heavy Interest	Insufficient Info Some Interest	Insufficient Info Unclear Intent	Insufficient Info Low Activity
D	No Info Heavy Interest	No Info Some Interest	No Info Unclear Intent	No Info Low Activity

MQL: Sales/ Demand Gen 20%
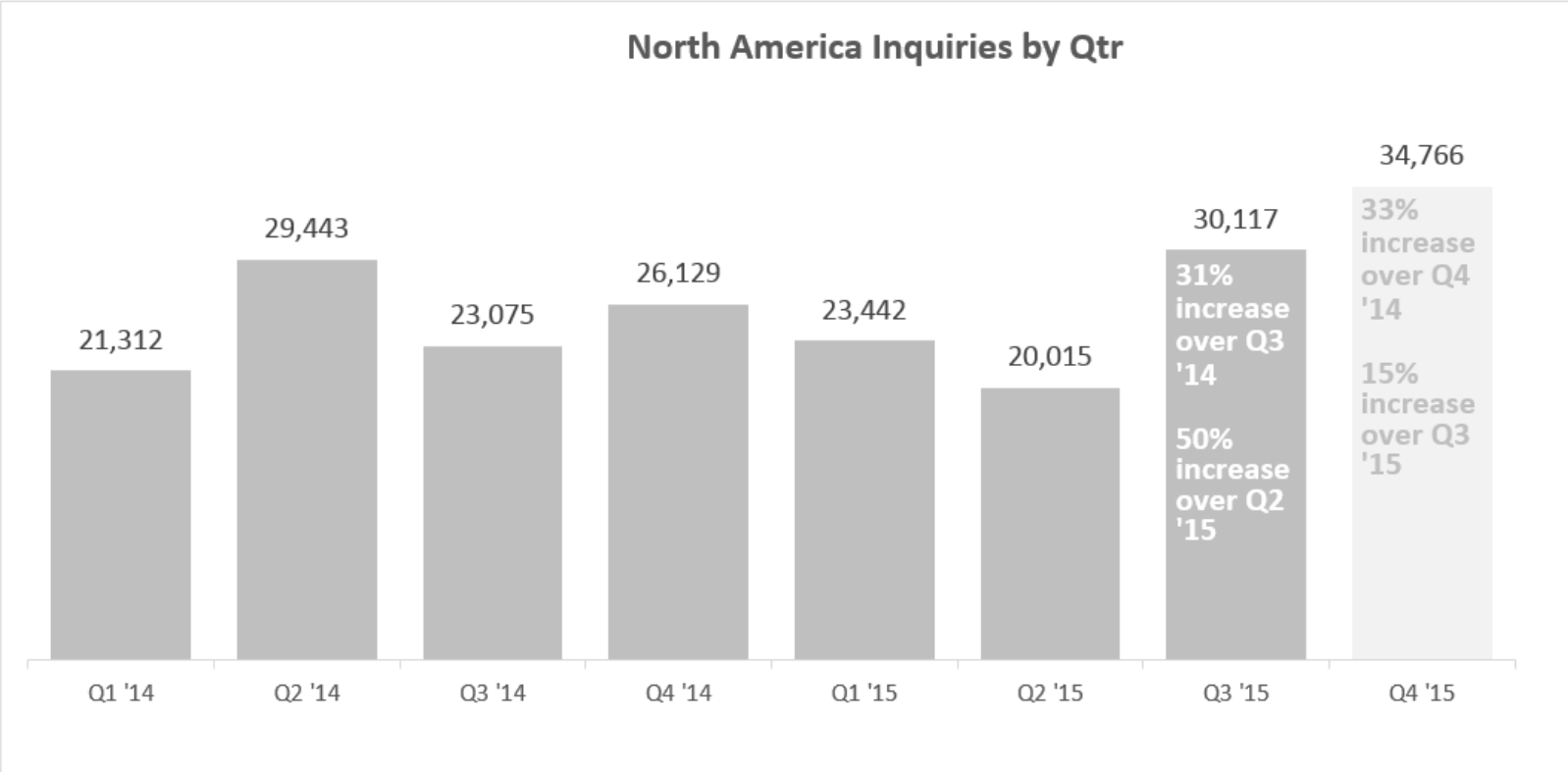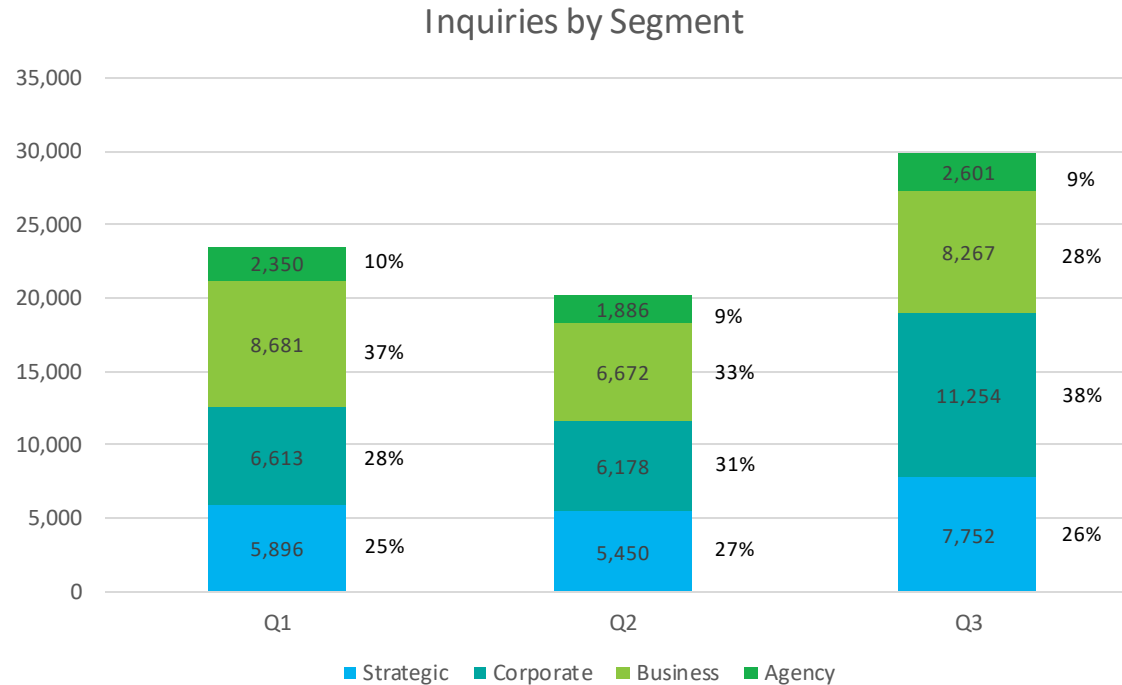
Pre-MQL: Marketing/ Nurture 80%

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Results

NA INQs by Month

NA INQs by Qtr

North America Inquiries by Qtr

21,312	29,443	23,075	26,129	23,442	20,015	30,117	34,766
Q1 '14	Q2 '14	Q3 '14	Q4 '14	Q1 '15	Q2 '15	Q3 '15	Q4 '15

Q3 '15: **31% increase over Q3 '14** **50% increase over Q2 '15**

Q4 '15: **33% increase over Q4 '14** **15% increase over Q3 '15**

2015 NA Inquiries by Tactic

Inquiries by Tactic
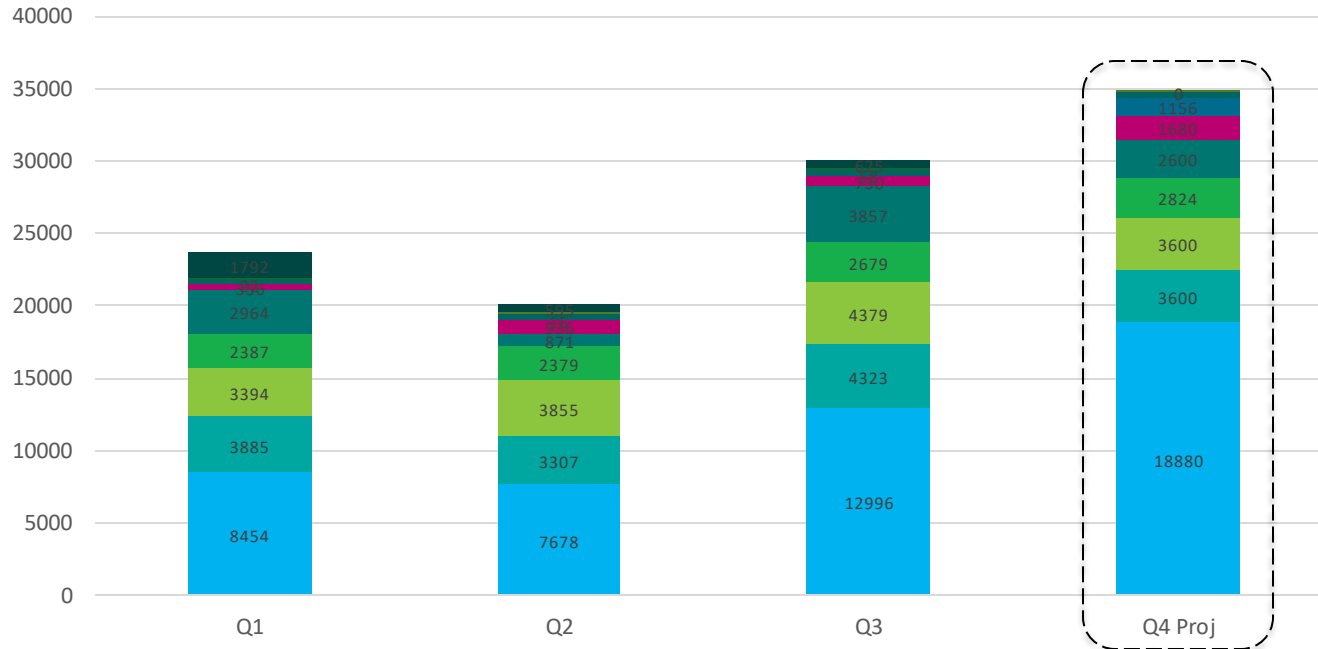
Legend			
Paid Media	Nurture	Website	3rd Party Webinar
Silverpop Webinar	3rd Party Event	One Off Campaign	Google
Social	EMEA	Silverpop Event	

Q1: 8454, 3885, 3394, 2387, 2964, 935, 1792

Q2: 7678, 3307, 3855, 2379, 871, 959, 475

Q3: 12996, 4323, 4379, 2679, 3857, 530, 655

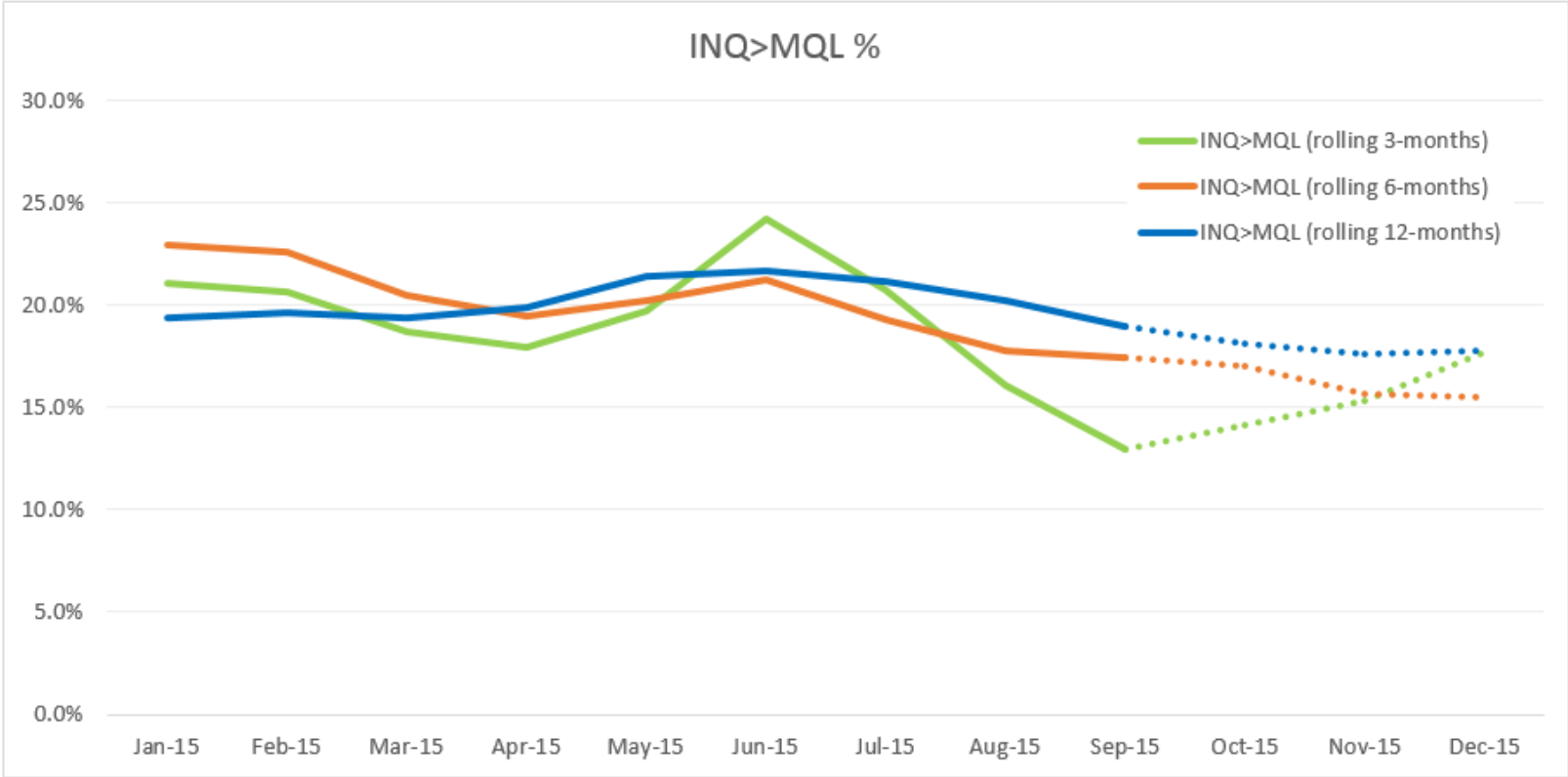**Q4 Proj:** 18880, 3600, 3600, 2824, 2600, 1680, 1156, 0

2015 NA Marketing Mix

Marketing Mix - Inquiries
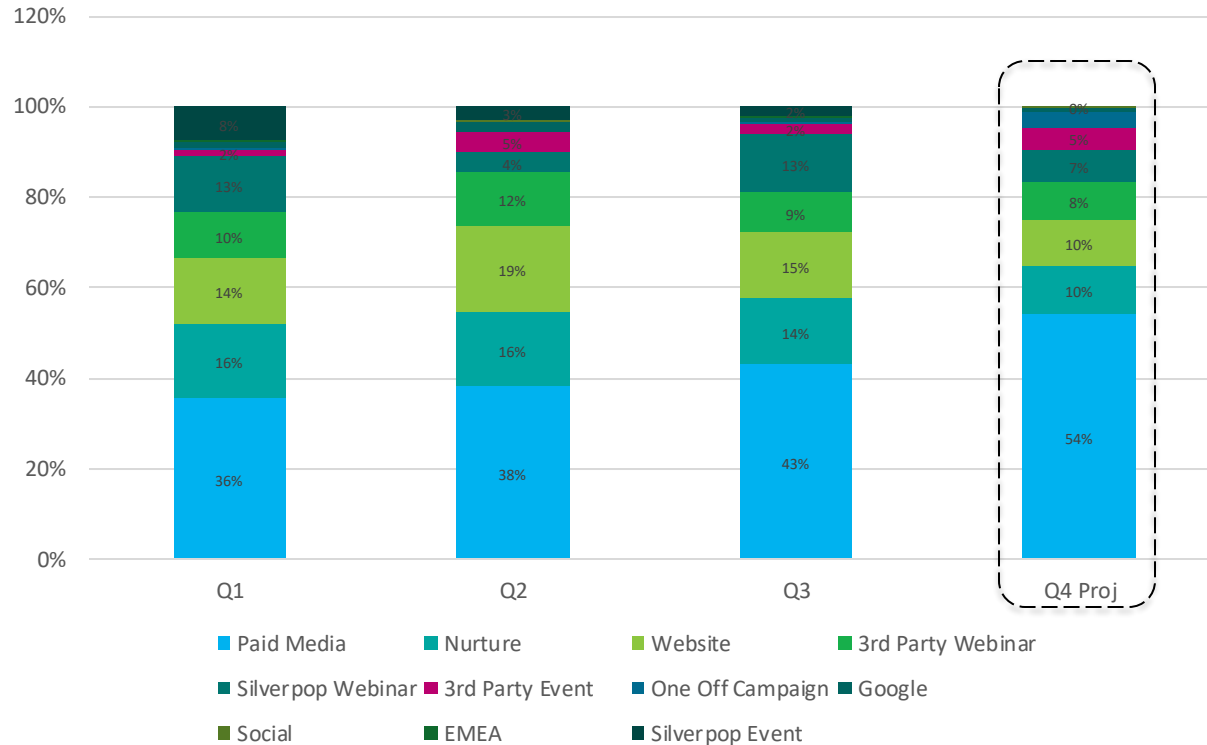
NA INQ-MQL Conversion Rate

INQ>MQL %

Legend:
- INQ>MQL (rolling 3-months)
- INQ>MQL (rolling 6-months)
- INQ>MQL (rolling 12-months)

NA MQLs by Month

NA MQLs by Qtr

North America MQLs by Qtr

Quarter	MQLs
Q1 '14	3,934
Q2 '14	4,559
Q3 '14	5,114
Q4 '14	5,775
Q1 '15	4,381
Q2 '15	4,845
Q3 '15	3,913
Q4 '15	6,142

Q3 '15: **23% decrease vs Q3 '14**, **19% decrease vs Q2 '15**

Q4 '15: 6% increase over Q4 '14, 56% increase over Q3 '15

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3Q is not complete – data through 9/29
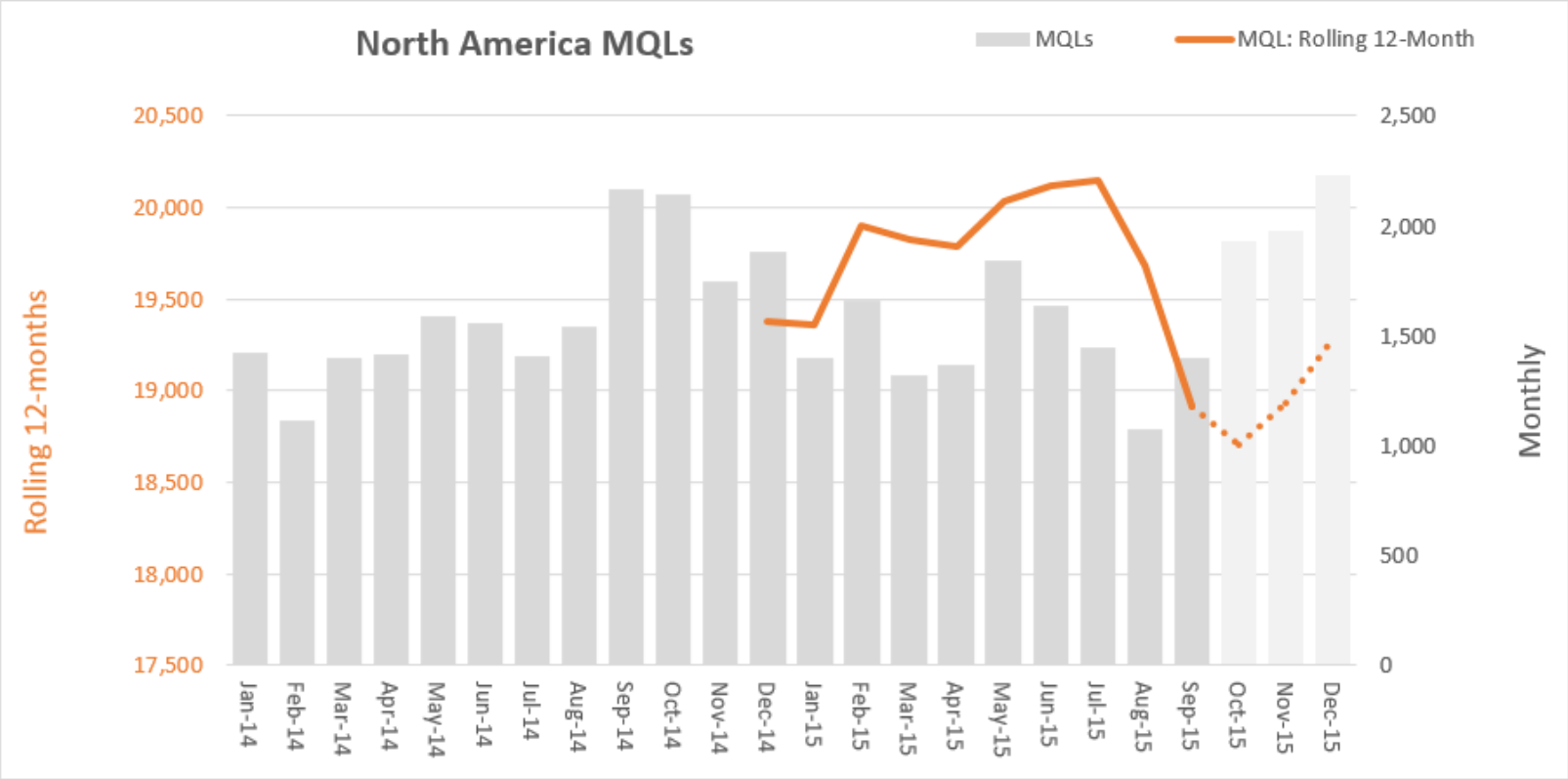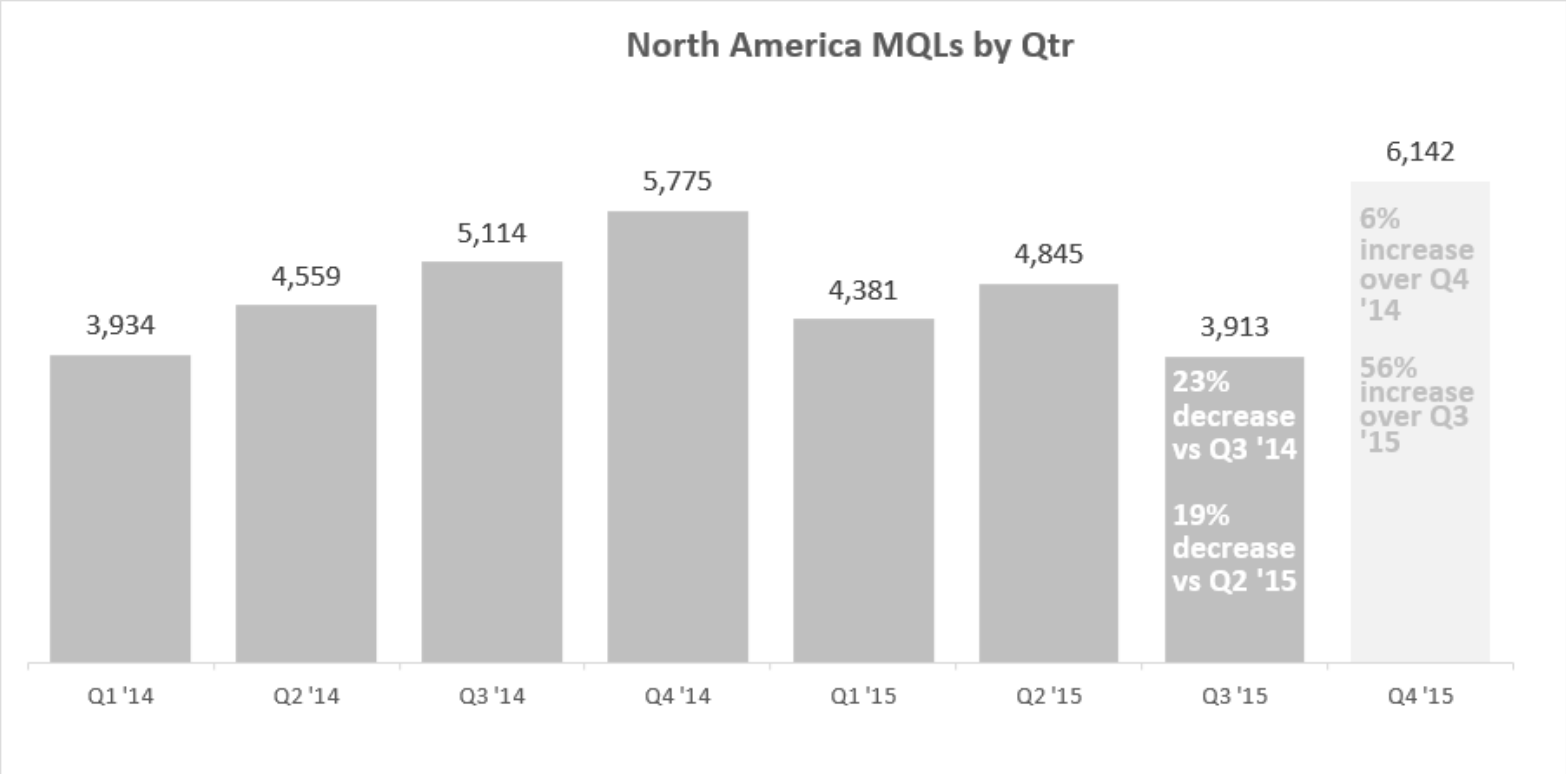
Cumulative FY15 vs. Original Plan

Cumulative YOY INQ Comparison vs. Original Plan

FY15 Original Plan, 140,181

FY15 Cumulative INQ, 108,340

Legend:
- YTD vs. Original Plan Cumulative Gap
- FY15 Original Plan
- FY15 Cumulative INQ

Cumulative YTD Gap values: -4,098, -6,863, -8,268, -13,345, -19,199, -25,062, -26,968, -31,244, -32,904, -32,262, -31,444, -31,841

Months: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

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3Q is not complete – data through 9/29

NA INQs Cumulative YTD

Cumulative YOY INQ Comparison

Legend:
- YOY Cumulative INQ Gap
- FY14 Cumulative INQ
- FY15 Cumulative INQ

FY15 Cumulative INQ, 108,340
FY14 Cumulative INQ, 99,959

YOY Cumulative INQ Gap values:
- Jan: 44
- Feb: 1,195
- Mar: 2,130
- Apr: -620
- May: -6,313
- Jun: -7,298
- Jul: -4,717
- Aug: -2,585
- Sep: -256
- Oct: 2,959
- Nov: 7,256
- Dec: 8,381

2015 NA Inquiries by Tactic

Monthly Inquiries by Tactic

Legend:
- 3rd Party Event
- 3rd Party Webinar
- EMEA
- Google
- Nurture
- Paid Media
- One Off Campaign
- Silverpop Event
- Silverpop Webinar
- Social
- Website
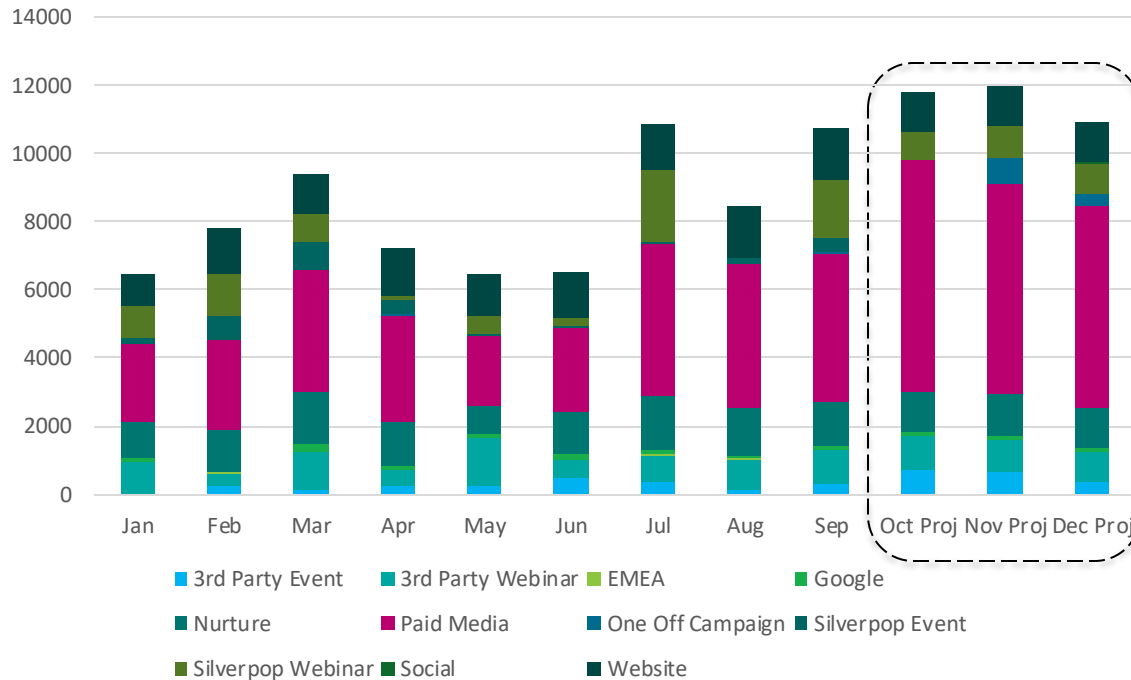
2015 NA MQLs by Tactic

MQLs by Tactic

Strategic Initiatives

Strategic Initiatives

- Develop buyer personas for Corporate and Strategic segments
  - Buyer Persona Institute project
- Map buyers journey
  - Separate map for each persona
- Develop targeted messaging strategy
  - Switcher vs. Newbie
  - Verticals beyond Retail
- Refine ability to measure per-tactic ROI

Thank You